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Report of
Montana
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Centennial

REPORT OF

Montana

TERRITORIAL CENTENNIAL COMMISSION



SEAL COIN



LEWIS & CLARK
COIN



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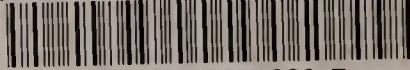
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Report of the Montana Territorial Centennial Commission

The Start to the Finale



BANNACK—1962

Mrs. Elfrida Woodside presents Certificate to Governor Tim Babcock.



VIRGINIA CITY—1963

Senator Charles Bovee (center) unveils plaque.

FRONT COVER

Montana Prize Winning Centennial Float entered in famous parade of the Pasadena Tournament of Roses of 1964 was designed by Stan Legowick of Great Falls, with architectural work by Lee Miller Company of Temple City, California.

BACK COVER

Pictures of the Montana Centennial Exhibit at the New York World's Fair were taken by Chet Dreher and Gary Wunderwald. Sketch is by Lyman Rice.



EDITORIAL STAFF

Vivian Paladin — Dick Pace — L. W. Upshaw — Robert Morgan, Designer

CONTRIBUTORS

Governor Tim Babcock
Norma Beatty Ashby
Lyle Downing
Chet Dreher
Stella Foote
Don Foote
Roger Heath
Josephine Brooker

Jack Hume
Blanche Judge
Tom Judge
Howard Kelsey
Michael Kennedy
Robert Morgan
Dick Pace
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Vivian Paladin
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Jim Tibbs
L. W. Upshaw

PHOTOGRAPH CREDITS: Milmo — Mountain States Telephone Co. — Chet Dreher — Gary Wunderwald — Highway Department — Harry S. Truman Library — Tournament of Roses

Additional reports cover city, county, national and international activities; action of the 1963 Legislature; other special events; finance, and the listing of souvenirs.



FOREWORD

Picture by Milmo—Courtesy of Mountain States Telephone Company

CONTAINED HEREIN is the final report of Montana's Centennial observance—an observance whose varied phases consumed the energies and time of many people for a period of nearly five years. It is also a commemorative synthesis of this great observance for the information and guidance of future generations who will have other milestones to mark. The reader should be aware that it is a synthesis, for in twice this many pages it would not be possible to tell all the story. The Centennial Commission trusts, however, that not only the essential facts but — more important — the spirit of many Montanans working together will have been permanently recorded on these pages.



TIM BABCOCK
GOVERNOR

State of Montana
Office of The Governor
Helena

GREETINGS ..

The Big Sky Country was the scene of a year-long celebration in 1964, celebrating its 100th anniversary as a territory and its 75th birthday as a state.

From the eastern prairies and their waving fields of grain .. to the shining western mountains .. all of our people join me in thanking those who helped in this endeavor.

We hope that theirs will be a continuing effort and that the contagious spirit of the Centennial.. and the pride in Montana which it generated..will live on in the hearts of Montanans for all of the years to come.

Sincerely yours,

Tim Babcock
Tim Babcock, Governor

GREETINGS

I feel it an honor to submit herewith the report of the Montana Territorial Centennial Commission.

Space will not permit the total coverage of all activities carried on throughout the life of the original Centennial Committee and later the Centennial Commission. The plan is to cover the highlights of the over-all program, bringing to everyone interested a resume at least of activities, great and small, that in the aggregate proved to be fantastic in the eyes of thousands upon thousands of spectators and participants.

Like many major projects, the big Centennial program had a small beginning. It was in 1960 that a few interested persons met informally to discuss the possibility of the promotion of a statewide celebration of the Montana Territorial Centennial in 1964. A meeting was called and those present were Dick Pace of Virginia City as chairman, Michael Kennedy, Director of the Historical Society, Dr. M. G. Burlingame of Montana State University, Bozeman, Dorris Stalker, State Advertising Department, Barbara Longmaid, Department of Education, Dr. Stan Davison of Western Montana College, Dillon, George T. Sime, Highway Department, Chadwick Smith, Office of the Governor and L. W. Upshaw of Great Falls.

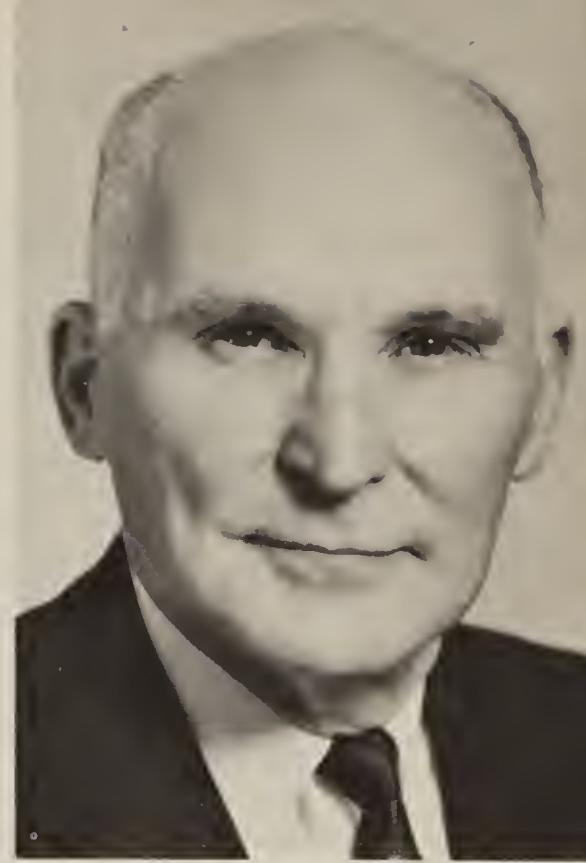
With the blessing of Governor J. Hugo Aronson, the committee was organized and met frequently at their own expense, adding new members to the roster during the fall months. The committee developed plans that were featured in a brochure which was presented to each member of the 1961 Legislature. A resolution approving a centennial celebration was passed by the legislature and in it they asked Governor Nutter to appoint a Centennial Commission with the charge to carry out a celebration in keeping with a memorable tradition of a great State.

On call of Governor Donald Nutter, a group of interested citizens making up the original roster of the Montana Territorial Centennial Commission met in the Senate chambers. The meeting was presided over by Governor Nutter and after his charge to the Commission he announced the appointment of the permanent chairman and asked that the Commission elect other officers and members to form an executive committee. The full roster of Commission membership with officers will be found on the page entitled THE COMMISSION.

As no funds were made available by the Legislature, it was necessary to set up a financial campaign and Lt. Governor Tim Babcock made the first official gift to the fund. Other generous civic minded individuals in great numbers made personal and company contributions.

After the tragic death of Governor Nutter, Governor Babcock stepped in and gave generous, energetic support to the celebration which required hours and hours of his valuable time.

Members of the Commission, having set their course, found themselves in a double



L. W. UPSHAW

role as they accepted the responsibility of setting up programs honoring two major birthdays, the 100th anniversary of the founding of the Territory and the 75th year of Statehood. So the Centennial and Diamond Jubilee theme was featured in all celebrations through the year 1964.

Two local observances were very important milestones in the life of Montana with the birthdays of Bannack in 1962 and Virginia City in 1963. Mrs. Elfreda Woodside and Dr. Davison of Dillon along with Dick Pace of Virginia City directed activity that brought thousands of guests to these communities during the years leading up to 1964 when folk on state, national and international levels joined in celebration of Montana's colorful century.

Some activity was carried over into 1965-1966 with the Montana exhibit at the New York's World Fair, showing a second full season as one of the most popular spots on the grounds in 1965. As a result of its vast exposure on the train across the country and at the fair, the fabulous Foote collection was chosen to be taken to Europe under the sponsorship of the U. S. Department of Commerce in a program designed to make new friends for the U.S.A., and we hope for Montana especially. It was first shown in Paris with Stella and Don Foote accompanying the exhibit giving the personal touch of genuine western hospitality. Many other stops were contemplated for Europe and elsewhere.

Another outstanding segment of our World's fair exhibit was furnished by The Montana Power Company and is to be sent on a statewide tour by the company.

In 1964, native Montanan Ben Holt, of Pan-American Airlines in Paris, sponsored a Montana Centennial exhibit in Paris that brought forth much favorable comment.

During the Centennial celebration people in all parts of the state and elsewhere with great enthusiasm and ingenuity thoughtfully

celebrated Montana's first 100 years of progress. Suitable and numerous occasions were set aside to honor our great pioneers who laid so firmly the foundation upon which the people of the state are privileged to build today.

The Centennial presented an opportunity for the people to learn of their heritage and to evaluate their past achievements and present progress, as well as to think upon future expectations.

In articles to follow, attention will be called to many notable events and credits given to individuals whose names should go

down in history as having contributed to an important program. I am fully aware that there will be hundreds upon hundreds of dedicated, loyal folk who gave of their time, money and talents making possible the success of the over-all activities who will not be mentioned due to lack of space and information. So I beg all who had a part to feel the real importance of their efforts and share in the full satisfaction that comes to those who helped to make a tremendous program a success.

Sincerely,
L. W. UPSHAW,
Executive General Chairman

THREE GOVERNORS GAVE SUPPORT

GOVERNOR J. HUGO ARONSON (1960) gave life and encouragement to the original committee as work was started on suggested activities for Montana's Centennial celebration in 1964. Governor Aronson, after leaving office, continued his interest and whole-hearted active support of the program including the World's Fair and train activities in 1965 and 1966.

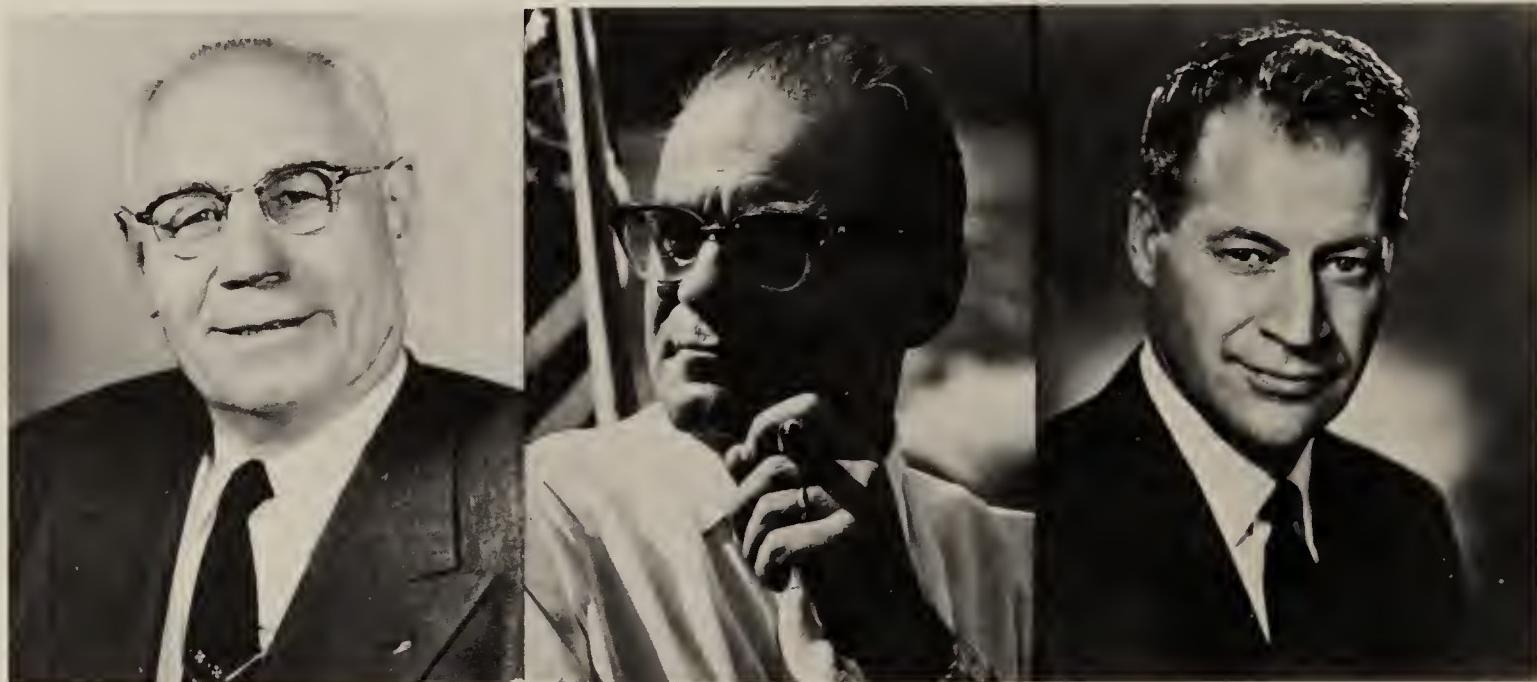
GOVERNOR DONALD C. NUTTER (1961) signed joint resolutions of the 1961 Legislature creating the Montana Territorial Centennial Commission. During the early days of Governor Nutter's regime he appointed members to the Commission and in September 1961 called a meeting of the group for the purpose of organization. During this meeting, held in the Senate Chamber, Governor Nutter presented a number of recommendations and gave his charge that the Commission plan and carry out a program worthy of the traditions of the Treasure State. This program was underway at the time of Governor Nutter's tragic death in January, 1962.

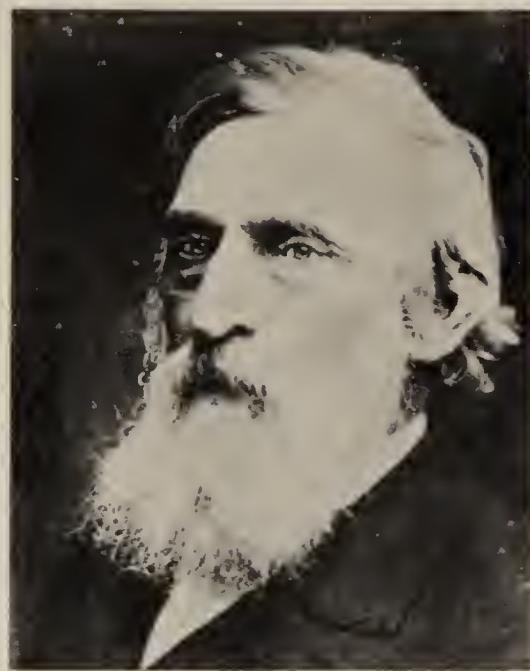
GOVERNOR TIM BABCOCK, as Lt. Governor and presiding officer of the Senate, gave enthusiastic support to the Commission's legislation, and followed through with valuable assistance to the financial program made necessary because of the failure of the resolution of the Legislature to carry an appropriation. Governor Babcock, as he assumed the high office of Governor, made additional appointments to the Centennial Commission and delved into the reports covering many phases of the operations of the group and then gave encouragement and pledged anew his full support and cooperation—urging that the Commission carry on with the determination to make 1964 Montana's greatest year. History has proved that the Governor gave unsparingly of his time and energy—working hard and traveling to distant points in the interest of a successful celebration for all Montanans and their friends—statewide, nationally and Internationally.

GOVERNOR J. HUGO ARONSON

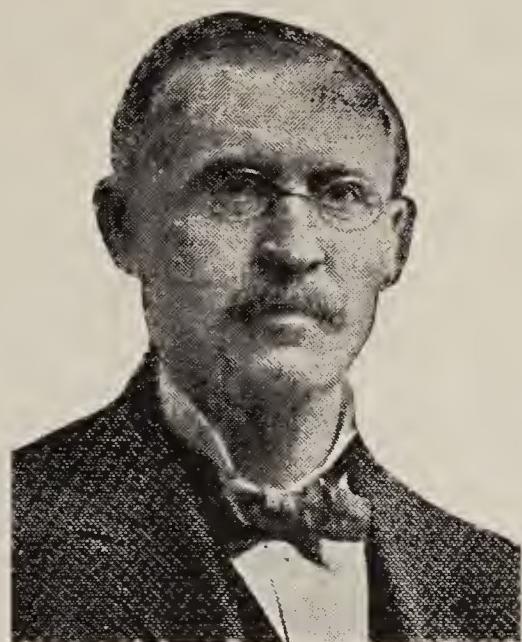
GOVERNOR DONALD C. NUTTER

GOVERNOR TIM BABCOCK





SIDNEY EDGERTON
First Territorial Governor



JOSEPH K. TOOLE
First State Governor—Fourth Governor

TERRITORIAL GOVERNORS

SIDNEY EDGERTON	1864 — 1866
GREEN CLAY SMITH	1866 — 1869
JAMES M. ASHLEY	1869 — 1870
BENJAMIN F. POTTS	1870 — 1883
J. SCHUYLER CROSBY	1883 — 1884

B. PLATT CARPENTER	1884 — 1885
SAMUEL T. HAUSER	1885 — 1887
PRESTON H. LESLIE	1887 — 1889
BENJAMIN F. WHITE	1889 — 1889

STATE GOVERNORS

JOSEPH K. TOOLE	1889 — 1893
JOHN E. RICKARDS	1893 — 1897
ROBERT B. SMITH	1897 — 1901
JOSEPH K. TOOLE	1901 — 1908
EDWIN L. NORRIS	1908 — 1913
SAMUEL V. STEWART	1913 — 1921
JOSEPH M. DIXON	1921 — 1925
JOHN E. ERICKSON	1925 — 1933

FRANK H. COONEY	1933 — 1935
WM. ELMER HOLT	1935 — 1937
ROY E. AYERS	1937 — 1941
SAM C. FORD	1941 — 1949
JOHN W. BONNER	1949 — 1953
J. HUGO ARONSON	1953 — 1960
DONALD C. NUTTER	1961 — 1962
TIM BABCOCK	1962 — 1964 1964 — 1968

MONTANA

The Big Sky Country and Land of Opportunity



MONTANA, IN THE past century, has experienced remarkable growth in many significant areas. Today there is a dynamic spirit within the communities, a spirit based on tangible evidence of progress in industrial, educational, cultural and civic affairs. Culturally, Montana has seen a pattern of vast enrichment and significant growth in our schools, in community programs, in art, drama and music, and in the increased influx of professional artists and craftsmen. These have given Montana a cultural depth which will further assure its progressive cultural development for years to come. The Centennial and Diamond Jubilee celebration did much to accelerate and expand such cultural progress.

1964—WAS AN OPPORTUNITY YEAR FOR MONTANA

1964—NOT ONLY MARKED THE CENTENNIAL OF THE MONTANA TERRITORY, BUT IT ALSO MARKED IMPORTANT BIRTHDAYS OF THE FOLLOWING EVENTS:

- 75th Anniversary of Montana Statehood
- 100th Anniversary of mining development in Montana
- 100th Anniversary of the birth of Charles M. Russell—cowboy artist
- 100th Anniversary of Montana participation in the Civil War
- 100th Anniversary of such major cities as Helena, Bozeman and Butte
- 100th Anniversary of Lincoln's Proclamation of Thanksgiving Day

GOVERNOR BABCOCK uses quill pen to sign the Centennial bill early in 1963 as members of the Commission witness the historical event. Standing left to right, L. W. Upshaw, chairman; Clyde Hawks, Sam Gilluly, and Tom Judge. Representatives Hawks and Judge were co-signers of the bill.

Leading up to these great events, Bannack was born in 1862 and Virginia City in 1863.

These significant milestones in Montana history have been reached, and it is felt that they were commemorated in a manner that gave definite and lasting benefits for the future of Montana. As America's beloved Carl Sandburg so dramatically points out: "If America forgets where she came from, if she loses sight of what has brought her along, if she listens to the deniers and the mockers, then will begin rot and desolation. A nation which has no regard for its past will have little future worth remembering."

It is the hope of members of the Montana Territorial Centennial Commission that through the tremendous contribution made by thousands upon thousands of loyal Montanans to the Centennial celebration sufficient recognition was given to the events of the past 100 years that will renew interest and develop a still greater loyalty and appreciation of Montana in the hearts of all its people.

In 1961 Montana's Legislative leaders recognized the importance of proper territorial centennial planning for 1964. This Legislature passed the following resolutions asking Governor Nutter to appoint a Montana Territorial Centennial Commission:

A Resolution of the Senate of the State of Montana requesting the Governor of Montana to appoint a "Montana Territorial Centennial Commission":

WHEREAS, on May 26, 1864, President Lincoln signed a Congressional Act creating the Montana Territory, and

WHEREAS, in the year 1964, 100 years of Territorial Government and Statehood will have elapsed, and

WHEREAS, it is fitting and proper that

this notable Centennial should be observed and celebrated in the year 1964;

NOW, THEREFORE, BE IT RESOLVED BY THE SENATE OF THE STATE OF MONTANA:

That the Governor of Montana is requested to create and appoint a Commission to be known as the "Montana Territorial Centennial Commission" to consist of the President Pro Tem and Majority Leader of the Senate, President ad interim of the Senate, Speaker of the House, Speaker Pro Tem of the House, Majority Floor Leader and Minority Floor Leader of the House and 30 or more members to be appointed by the Governor.

BE IT FURTHER RESOLVED, that said commission make plans for the proper observance and celebration of said centennial and to execute and carry out such plans.

BE IT FURTHER RESOLVED, that the Secretary of the Senate be instructed to send a copy of this resolution to the Governor of Montana.

/s/ Tim Babcock

President of the Senate

A Resolution of the House of Representatives of the State of Montana requesting the Governor of the State of Montana to appoint a "Montana Territorial Centennial Commission":

WHEREAS, on May 26, 1864, President

Lincoln signed the Congressional Act creating the Montana Territory, and

WHEREAS, in the year 1964, 100 years of Territorial Government and Statehood will have elapsed, and

WHEREAS, it is fitting and proper that this notable Centennial should be observed and celebrated in the year 1964;

NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE STATE OF MONTANA:

That the Governor of Montana is requested to create and appoint a commission to be known as the "Montana Territorial Centennial Commission" to consist of President Pro Tem and Majority Leader of the Senate, President ad interim of the Senate, Assistant Majority Leader of the Senate and Minority Leader of the Senate, Speaker of the House and Speaker Pro Tem of the House, Majority Floor Leader and Minority Floor Leader of the House, and 30 or more other members to be appointed by the Governor;

BE IT FURTHER RESOLVED, that said Commission make plans for the proper observance and celebration of said Centennial and to execute and carry out such plans;

BE IT FURTHER RESOLVED, that the Chief Clerk of the House be instructed to send a copy of this Resolution to the Governor of Montana.



Senator Mike Mansfield



Senator Lee Metcalf

HELP FROM THE NATIONS CAPITAL



Representative Jim Battin

Representative Arnold Olsen



Senators Mike Mansfield and Lee Metcalf, Congressmen Jim Battin and Arnold Olsen, gave valuable assistance to Centennial-Diamond Jubilee celebration.

Montana Territorial Centennial Commission

EXECUTIVE COMMITTEE

Honorable Tim Babcock	Governor
L. W. Upshaw, Great Falls	Chairman
Ted Mannix, Deer Lodge	Vice-Chairman
Michael S. Kennedy, Helena	Secretary
Oscar P. Balgord, Lavina	Judge Lester H. Loble, Helena
Robert D. Corette, Butte	R. S. Nutt, Sidney
Lyle Downing, Helena	Dick Pace, Virginia City
Chet Dreher, Helena	Hugh K. Potter, Helena
Clyde L. Hawks, St. Xavier	Grover Schmidt, Jr., Fort Benton
Howard Kelsey, Gallatin Gateway	Lloyd G. Schermer, Missoula

MEMBERS

Jerome Anderson, Billings
Norma Beatty Ashby, Great Falls
Lou Bain, Kalispell
Mrs. Hubert J. Bell, Kalispell
Alex Blewett, Jr., Great Falls
Charles A. Bovey, Great Falls
Burley Bowler, Scobey
Jack S. Brenner, Grant
Ben Brownfield, Glendive
Dr. Merrill G. Burlingame, Bozeman
Larry Busch, Bozeman
Paul Campbell, Glasgow
William Campbell, Helena
Kenneth Cole, Winnett
Lloyd Crippen, Butte
Kermitt Daniels, Deer Lodge
Rev. David Dwyer, Stockton
Rev. Augustine Feretti, S.J.,
St. Ignatius
Sam Gilluly, Helena

B. Gen. H. E. Goldsworthy,
Washington, D. C.
William A. Groff, Victor
A. B. Guthrie, Jr., Choteau
Paul J. Hagan, Glendive
Dr. Bert Hansen, Missoula
Tom Haines, Missoula
Judge Ben Harwood, Billings
Dale Hawkins, Billings
Frank Hazelbaker, Dillon
Arnold Johnson, Big Timber
E. L. Kunkel, Jr., Anaconda
B. Gen. Laurence Lightner,
Great Falls
James P. Lucas, Miles City
Dave Manning, Hysham
Mrs. Gordon Monkman, Choteau
Joe Montgomery, Lewistown
Earl Moritz, Lewistown
Rev. Charles W. McCarthy,
East Helena

Gordon McGowan, Highwood
Gerald T. Neils, Libby
Richard Nixon, Hogeland
J. K. Ralston, Billings
E. I. Renouard, Butte
Dr. Luther Richman, Missoula
Fred Robinson, Malta
John M. Ryall, Livingston
Otto Sassman, Dillon
Robert J. Scanlon, Miles City
Charles Scofield, Broadus
George Sime, Helena
John Travis, Havre
J. H. Walker, Poplar
Ray J. Wayrynen, Butte
Otis Waters, Richey
Rev. Monroe J. Wilcox, Bozeman
George M. Wilson, Shelby
Col. Rowland H. Worrell, Glasgow
Henry Zahn, Missoula

THE MONTANA TERRITORIAL CENTENNIAL COMMISSION LOOKED AT THE BROAD SCOPE OF THE PROGRAM AND SET ITS OFFICIAL POLICY

Montana's Territorial Centennial celebration was outlined to fully honor the permanent historic, economic and cultural values and progress during its first century just closed. Centennial plans were set to rededicate all achievements of lasting purposes and worth to her people as well as the most joyful, brilliant and purposeful celebration possible. Thousands of dedicated workers moved toward these broad objectives.

It was the policy of the Montana Centennial Commission to recognize and encourage local and regional observances, celebrations and projects as the central foundation of our State Centennial and Diamond Jubilee observance.

The commission accepted as a major function and paramount responsibility the job of encouraging and coordinating all local and regional projects. They urged all communities to bring their plans and aspirations to them and request such assistance as the commission could provide.

In 1961 the commission urged all local committees to organize promptly so that every community would be ready for their greatest celebration in history.

The celebration in 1964 gave all a rare opportunity to unite individual accomplishments into a coordinated, maximum over-all state effort. Mass participation at the grass roots level offered a means for all citizens to share their enthusiasm and accomplishments into a tangible, outstanding and constructive Montana Territorial Centennial celebration.

A complete brochure with suggested activities, their costs and schedule was prepared and presented to the 1963 Legislature with a request for \$400,000.00 to finance the program. Finally a bill passed both the Senate and House endorsing the program and approving an appropriation of \$200,000.00 for the celebration.

This motivated a number of important projects, statewide, community and county celebrations, with a record number of participants, that were self-financed. The colorful Centennial Band cut and sold a record and through that income and contributions financed the trip for 100 players, directors and chaperones to the New York World's Fair and Washington, D.C., which proved to be a tremendously successful trip.

The University took on the Centennial symphony, chorus and band festival program relieving the Commission of any financial underwriting.

Miles City carried the band expense and major cost of the float in the Portland Rose festival in Oregon in June, 1964.

Special publication of Centennial numbers were featured by the Telephone Company, governmental agencies and other organizations.

The support of the New York World's Fair Corporation in making our participation possible was valued at many thousands of dollars.

The value of publicity given Montana on state, national and international levels by all media cannot be measured in dollars and cents. Column upon column of newspaper and magazine stories, hour upon hour of television and radio coverage throughout the year all gave Montana a tremendous boost. Over 8,000 news clippings have been placed in scrap books at Centennial headquarters.

Governor Nutter recognized the potential good and vital necessity for a Territorial Centennial celebration for Montana when he appointed the Centennial Commission in 1961. Surely events have proved that his interest and foresight were more than justified.

CENTENNIAL GOALS

Montanans were urged to adopt and carry on the Centennial slogan, "We will make 1964 our greatest year as Montana celebrates a colorful century".

We wish to repeat over and over—1964 can be Montana's GREATEST YEAR.

GREATEST—from the standpoint of more participation in an all-out celebration.

GREATEST—in number of former residents returning for various special occasions.

GREATEST—in number of extra tourist days, due to important events to hold them over.

GREATEST—good neighbor visits.

GREATEST—in number of "home-coming" events.

GREATEST—in number of conventions and conferences built around one central theme.

GREATEST—in number of Fairs, Rodeos and community gatherings.

GREATEST—in number of symphony, band, and choral festivals on grade school, high school, college and civic levels.

GREATEST—in pageantry that will depict authentic local history in each of the 56 counties.

GREATEST—in returns that can come through State and National publicity.

GREATEST—in general all around good will.

GREATEST—in restoration and improvement of Historic Sites.

GREATEST—in number of projects to meet community needs.

GREATEST—in build-up of morale.

Now that the year is over, we feel that to a great degree, these goals were realized.



HISTORICAL SPECTACULAR—"THE MONTANA STORY"

Presented in Helena, Glasgow, Miles City, Missoula, Kalispell, Shelby, Glendive, Lewistown, Butte, Billings. Many other pageants were written and directed locally throughout the state.



LLOYD G. SCHERMER, Chairman

Montana Territorial Centennial Commission
304 Ewing
Helena, Montana

Dear Sirs:

I am submitting to you a financial report and summation of Montana's participation in the Pasadena Tournament of Roses.

The Montana float was budgeted at \$5,500 and that was the actual expense.

The band preparation expense, which included three rehearsals before the trip to Pasadena, was budgeted at \$1,970. The amount actually spent was \$1,523.20.

The band expense for its trip to Pasadena and return was budgeted at \$8,030. The actual amount spent was \$8,426.80.

The official party expense, which included expenses for staff members and various miscellaneous items expended in Pasadena, was budgeted at \$2,000. The actual expense was \$1,272.37.

The total budget for the Rose Bowl participation for the state of Montana was set at \$17,500. The actual amount expended came to \$16,752.37, leaving a balance to be returned to the state Centennial Commission of \$747.63.

Montana's participation in the Tournament of Roses was designed:

1. To kickoff Montana's Centennial as a territory and 75th anniversary of statehood.

2. To call to the attention of all Montanans that 1964 was the year to celebrate its two big birthdays and stimulate grass roots participation.

3. To publicize Montana's territorial centennial and 75th anniversary of statehood to millions of our fellow Americans and encour-

age them to visit our state during this historic year.

In my opinion, all of these objectives were achieved beyond the fondest expectations.

I particularly want to thank Governor and Mrs. Tim Babcock and Senator and Mrs. Mike Mansfield who selflessly gave of their time and energy to launch Montana's celebration. No request was too great, nor was any time inconvenient.

I want to thank the members of the delegation-at-large who came from all corners of the state to Pasadena to help us in our efforts. The financial success of the launching was due in part to the fact that members of the delegation paid their own expenses.

I would also like to commend the four lovely young ladies who came to Pasadena to ride our beautiful float. Miss Marla Babcock, Miss Lynda Taylor, Miss Roberta Tarbox and Princess Willamette Youpee truly made it a Montana float.

No effort of this magnitude can be a success without the help and cooperation of many people. The participation at the Tournament of Roses was first conceived in Mr. L. W. Upshaw's fertile mind. He made an immense contribution to the success of the program. Mr. Lyle Downing and Mr. Chet Dreher did a fine job in handling our publicity. We owe a debt of gratitude to the ABC Intermountain network and Mr. Schile for their fine direction of our nationally broadcast show from the float lot. Montana newspapers, radio and TV stations were outstanding in their cooperation.

Montana's all-state Centennial band proved to be one of the outstanding features in the entire parade. The preparation and organization of those 80 youngsters who came from throughout the state was a big job indeed. Co-directors James Tibbs and Roger Heath mastered their task. The delegation was proud and thrilled when Montana's youngsters came marching down Orange Grove Boulevard preceded and followed by a ripple of applause from spectators along the way. Mr. Duane Wright, the band's business manager, and Dr. Luther Richmand deserve our thanks for their fine work with the band.

There are many others whose work contributed to the success of this program. We regret that we cannot mention all of them by name.

If the enthusiasm over Montana's participation in the Tournament of Roses is any measure of success, then we can safely say this state indeed had a great Centennial year.

Respectfully submitted,

Lloyd G. Schermer, Chairman,

Tournament of Roses Committee.

TOURNAMENT OF ROSES



SIXTY-FOUR SECONDS after midnight on New Year's Eve, just as Montana's great year began, Governor Babcock fires a Centennial Colt revolver in Pasadena, Calif. From left to right in this enthusiastic kick-off occasion are: Governor Babcock, Mrs. Babcock, Commission Chairman L. W. Upshaw, and Senator Mike Mansfield.

MONTANA'S ENTRIES in the famous Tournament of Roses parade in Pasadena, California, were given a resounding ovation in 1964.

Official delegates from Montana headed by Governor Tim Babcock, Senator Mansfield, L. W. Upshaw, Commission Chairman, and Lloyd Schermer, Committee Chairman, participated in a series of spectacular events leading up to the parade and football game.

The colorful all-Montana Centennial Band under the direction of Roger Heath of Great Falls and Jim Tibbs of Missoula drew thrilling comment from the professionals and amateurs alike during its several appearances, including the Statler Hilton Hotel, Disneyland, float lot where they were seen and heard over TV and radio and in the world-renowned parade.

The float, designed by Stan Legowik of Great Falls, and featuring the Centennial motif with four lovely young ladies in special attire

greeting the millions viewing the parade along the parade route and on TV were given an enthusiastic reception all along the way. Miss Marla Babcock, as ski queen, Miss Linda Taylor as Miss Junior Miss Montana, Miss Roberta Tarbox as Miss Montana and Princess Willamette Youpee as Miss Indian America in her beautiful Indian costume all in the Big Sky Country setting truly made it a Montana float.

Two trophies that were won by the Centennial entries in the famous parade were first place for bands going to our all-state group and a third place to the beautiful float.

Another noteworthy aspect of the participation is that \$17,500.00 was budgeted for all expenses relating to the Tournament of Roses parade. The committee not only stayed within the budget but returned a few hundred dollars to the commission, as Chairman Schermer's official report letter in this section will show.

OPENED OUR CENTENNIAL

SO WE COULD BE IN A BETTER POSITION TO TELL THE WORLD ABOUT IT, THE BLAST OFF OF MONTANA CENTENNIAL WAS FIRED FROM 1,200 MILES AWAY

Sixty-four seconds after midnight, January 1, 1964, Governor Tim Babcock fired a Montana Centennial Colt .45 to officially open Montana's celebration of its colorful century. Senator Mike Mansfield sprinkled gold dust to christen the float of the Big Sky Country, the all-Montana Centennial Band, under the direction of Roger Heath and Jim Tibbs, played and the entire Montana delegation with hundreds of special guests and workers on the float joined in the singing of Montana and Happy Birthday.

Mr. Jack Paige of Salt Lake City, popular Intermountain Network executive and commentator, journeyed to Los Angeles to M.C.

float lot activity. In his inimitable way, Jack presented the program which featured Governor Babcock, Senator Mansfield, L. W. Upshaw, Lloyd Schermer, the band and entire Montana delegation. The program was carried throughout the West, especially into Montana, where it was heard by thousands of Montanans, in their homes, in hospitals, churches, clubs, in cars and other places. Transcriptions were made and carried by TV and radio throughout New Year's Day. Telestar, TV, radio and press gave four-day participation to Montana's international coverage.

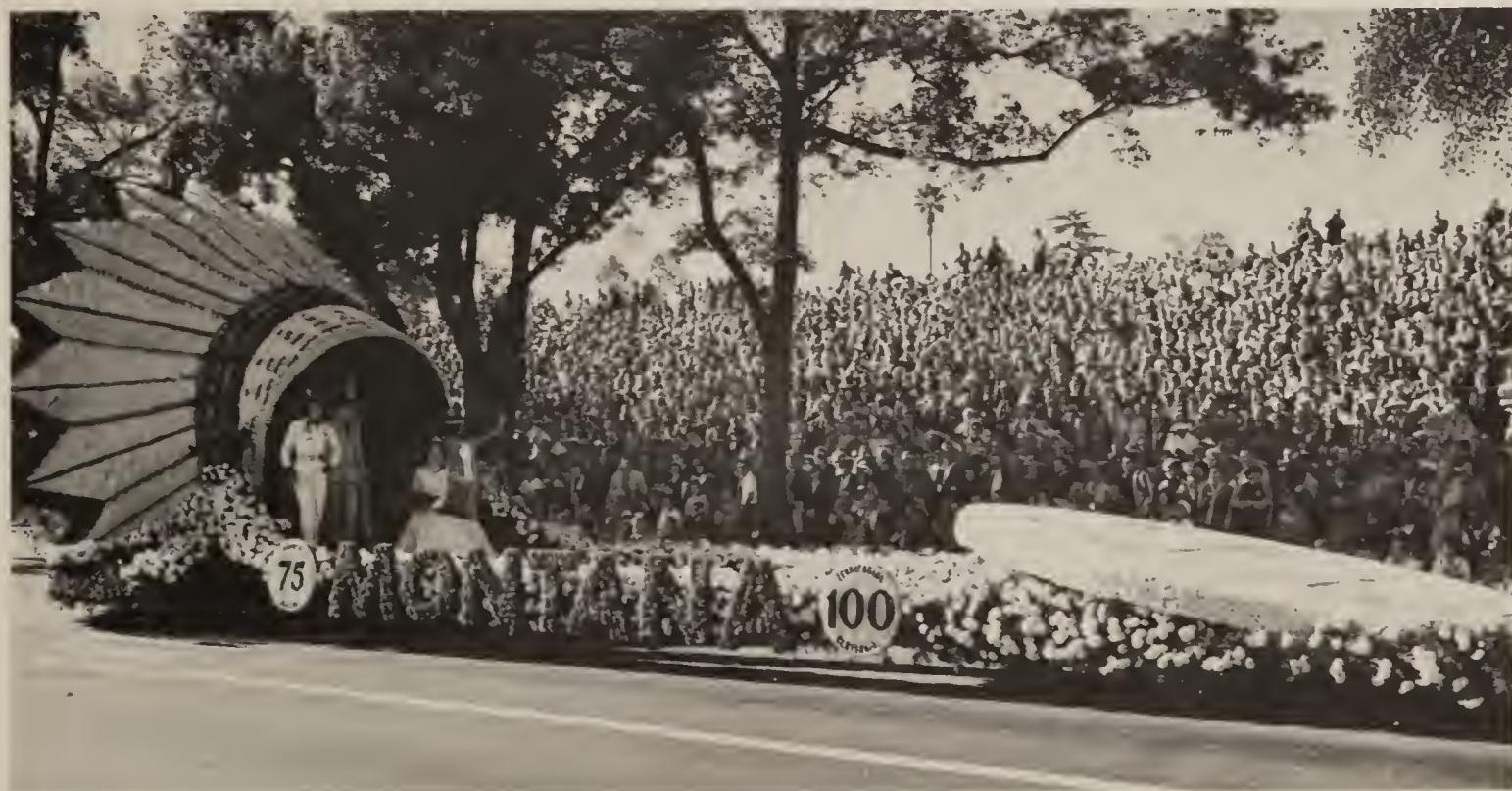
Betty White, one of America's most popular TV commentators, with Arthur Godfrey, gave our parade entries a lot of praise. Then Miss White said, "If I could buy a State, I would buy Montana." Godfrey said, "Just listen to that wonderful band."



MONTANA'S CENTENNIAL BAND was greeted by record crowds at famed Disneyland at Anaheim, Calif. on December 30, 1963, prior to their appearance with Montana's Centennial float in the Rose Parade two days later. Seen in the background is the castle at Disneyland which has delighted millions of children.



Governor Babcock presents a Centennial Medallion to Mr. Wormout, director of Disneyland. Float queens are seen behind the banner, left to right: Marla Babcock, Ski Queen; Lynda Taylor, Miss Junior Miss Montana; Williamette Youpee, Miss Indian America, and Roberta Tarbox, Miss Montana.



The gigantic floral Indian headdress in the Centennial float forms the backdrop for the four Montana queens in this picture, taken on Pasadena's Orange Grove Boulevard. From left to right: Lynda Taylor, Marla Babcock, Roberta Tarbox, and Williamette Youpee.

Montana's Centennial Band, spruced up in white cowboy boots and hats, play as they march down Orange Grove Boulevard in Pasadena with portions of the record-breaking crowd looking on.



Montana notables are seated in the center box of the official stand on the Tournament of Roses Parade route. From left to right may be seen Senator and Mrs. Mansfield, Mrs. Tim Babcock and Governor Babcock. The broadcast booth, from which commentators Betty White and Arthur Godfrey made engaging remarks about Montana is at the top of the photograph.

A notable display of Montana objects and artifacts, prepared by Curator Bob Morgan of the Montana Historical Society, was causing much attention in the lobby of the Statler Hotel in Los Angeles when this picture was taken in 1964. C. M. Russell framed prints, Indian objects, books on Western History and other items appropriate to the Centennial are being viewed by Governor Babcock, Chairman L. W. Upshaw, and an employee of Western Airlines.



THE TRAIN & I

ROBERT F. MORGAN

CURATOR OF MONTANA HISTORICAL SOCIETY

AS CURATOR of the Montana Historical Society it was my good fortune to participate in various projects designed to enlighten and inform the people of Montana, as well as visitors, with the many facts of a great state and its rich heritage during her centennial year of 1964.

The one project that will long remain in my memory is the Montana Centennial Train. Cussed and discussed, praised and berated, no single project of the centennial year created such a furor.

My confrontation with the project began in 1963 when an exhibit was installed in the state capitol building for inspection and eventual sanction by the legislature then in session. The general appearance of the exhibit was not spectacular but it created the required atmosphere for collaring potential backers.

Then suddenly we became a part of the New York World's Fair and there were details that would have to be worked out to meet complex building codes of the state of New York.

After numerous conferences and informal get-togethers, a basic plan was worked out. One of the first problems was estimating the number of people we would have to accommodate at any given time and the aisle space needed. Next must be decided the type of display areas we could incorporate in the three exhibit cars we had acquired from West Virginia.

I was given free rein in designing the cars to show the world what Montana was, is and could eventually be.

After making detailed drawings we built a mock-up of each car to scale showing first the wooly Montana of the 1860's through the 1930s, next Montana today, and third the wealth of native materials, etc. We would need atmosphere to set the mood in each car—such as artifacts, C. M. Russell paintings and bronzes, early photographic reproductions, original state documents and limited labeling to tell the story of Montana.

Then the idea was brought up by Howard Kelsey that the people of the east wanted to see "The Old West", and with all the Neilson ratings on TV behind him plus a growing interest in western American so noted here at the Montana Historical Society, his pleas fell on sympathetic ears and a new train was born.



Robert F. Morgan (right) inspects mounting of a valuable revolver.

This precipitated a rush of new planning. We were informed that Mr. and Mrs. Foote had assembled a vast collection of western Americana into showcases that were portable. These were shipped to Helena for display and compliments were so enthusiastic and complimentary that we felt sure we had a nucleus for the exhibit cars. It was also decided to have one car sponsored by the Fish and Game Department.

In the meantime we were given the opportunity of showing one million dollars worth of gold in nuggets and dust form. Arrangements were made to gather the gold through Marc Bielenberg of Avon, Montana, and to exhibit the whole million dollars worth on the train. As it worked out the gold was a prime attraction and by employing a well-built, glass-enclosed case and using the National Guardsmen to watch over it, not one grain of the gold was lost or stolen.

As can be expected, many almost insurmountable problems were encountered in assembling the train. The cars must be partially rebuilt, lighted, heated, etc. In spite of the many near-mishaps we were well co-ordinated and the job progressed smoothly.

The morning of the train dedication all exhibits were in place and as Governor Babcock came through the front door of the first car, we were shoveling the refuse out of the back door of the last exhibit car and with fanfare and publicity the Centennial Train was publicly dedicated.

Weather was not helpful as we began our state tour. Crowds were necessarily small and our heating problem was terrific.



TRAIN CREW WORKING OVERTIME.

It would not be fair not to mention the train crew and those who nursed it along throughout the state, coping with adverse weather conditons among other things. I believe our crew was the most flexible group of individuals I have ever seen.

This, then, in a very brief resume, is my side of the Montana Centennial Train. My complete report can be seen in the files of the Centennial Commission in the Historical Library. The train was a rated attraction at the New York World's Fair. It was a successful promotion venture on a nationwide tour and a pleasant interlude for countless persons in the Treasure State. The Train has been cussed and discussed. She has been used and abused. But all in all, for the money spent, the time consumed, the sleepless nights, and long working hours, Montanans did something tangible and unique to mark her centennial year. I believe it is impossible—even yet—to assess its full impact. I am proud to have been one of the hands!



To protect beautiful paintings by Lyman Rice the Centennial Train was taken by barge via East River to World's Fair grounds to avoid tunnels. New York skyline as back drop.

TRAIN returned to New York World's Fair and remained through 1964-1965.

TRAIN SCHEDULE

Leave Billings, 10:30 A.M.	April	5
1st Stop—Omaha, Nebraska	April	6
2nd Stop—Kansas City, Missouri	April	8
3rd Stop—St. Louis, Missouri	April	10
4th Stop—Louisville, Kentucky	April	12
5th Stop—Cincinnati, Ohio	April	14
6th Stop—Charleston, West Virginia	April	15
7th Stop—Washington, D.C.	April	16
8th Stop—Baltimore, Maryland	April	18
9th Stop—Philadelphia, Pennsylvania	April	19
10th Stop—New York City, New York	April	22
11th Stop—Pittsburgh, Pennsylvania	April	25
12th Stop—Cleveland, Ohio	April	27
13th Stop—Chicago, Illinois	April	29
14th Stop—Milwaukee, Wisconsin	May	1
15th Stop—Moline, Illinois	May	2
16th Stop—Minneapolis, Minnesota	May	3
Arrive Billings	May	5

Centennial Train made state tour in preparation for spectacular journey to east coast.

Schedule—Helena, Missoula, Butte, Bozeman, Livingston, Columbus, Billings, Miles City, Glendive, Sidney, Glasgow, Malta, Chinook, Havre, Shelby, Cut Bank, Kalispell, Great Falls and Lewistown as well as smaller communities where stops were possible.

Why the Centennial Train?

MY REMARKS TODAY will be primarily confined to WHY THE CENTENNIAL TRAIN, its promotional aspects, its tour of the nation, and a suggestion for its future.

The Montana Centennial Train with 300 gregarious and enthusiastic good-will ambassadors, who paid \$104,000 for the privilege to be aboard, 75 head of Montana-bred horses, 7 Old West horse-drawn vehicles and all of the other trappings and tack for parade work, departed from Billings on schedule, April 5, 1964. Sixteen thousand excited Montanans from throughout the state, gathered to bid the group bon-voyage and N.B.C. television recorded the Montana climax in a fan-fare of parades, assembling and loading horses and vehicles, last bye-byes, and a departure well-seasoned with good wishes. This departure culminated 3 years of hard work by a small nucleus of dedicated Montanans who took time off from their own businesses to make this one of the greatest travel promotion schemes ever attempted by any group or state.

On its 6,000 mile journey through 18 states, its compliment paraded, promoted, promulgated and pronounced the BIG SKY COUNTRY as the GREATEST, and a rewarding place to visit. It prompted visitors of local and national stature, namely: 13 governors, many senators and congressmen, leaders of industry, and the President of the United Staets. This "iron horse" on wheels, generated free publicity to the tune of 18,000 column inches of news copy with a reading audience in excess of 17 million people. It developed 162 hours of radio time with a listening audience of 4 million, 92 hours of TV time—11 hours of which was national hookup for a total TV audience of 37 million. The parades, exchange greeting luncheons, banquets, Montana Outdoor Movies, historical art and wildlife exhibits, made personal contact with over 3 million people—mostly a select group seeking a vacation spot to spend some time and money. The calculated over-all exposure resulted in Montana getting its travel story to approximately 61 million people.

The Centennial Train and its compliment returned to Billings on May 4, after 31 days of gruelling schedules, a once in a lifetime experience, and the feeling of a job well done. If the total promotional effort of those aboard were projected into man-power figures, it would be likened to 121,000 hours of promotional work on the state level.

At Billings the three horse parlors were quickly converted into merchandising units, with cabinets, sales counters, storage cupboards, and displays for the return trek to the World's Fair and Montana Pavilion site. These joined the other 4 cars that were dropped in the Twin Cities at the conclusion of the national tour, making a total of 7 on display in New York for the two-year period. For the staff going to New York it meant another two years of Montana promotion.



HOWARD KELSEY
Train Director

For those of us remaining, it meant a clean-up of administration, readjusting ourselves back into our respective businesses, and writing hundreds of thank-you letters, which, to publicity media alone totaled 214.

The Centennial Train has meant different things to different people. To those who accompanied it on the national tour and those who labored at the Montana Pavilion, they see it as a very successful travel promotion scheme—they were there, helped to make it so, and perhaps more readily realize the benefits to the state. They know that these facts are evident: that in 1965, Montana motels report a 33% gain in business. Service stations report a like increase in gas sales—which means more gas tax in the state coffers. Yellowstone Park had the highest percentage of gain in travel in any year since the inception of their 10-year Mission 66. The State Advertising Department had a comfortable gain in travel inquiries—perhaps 20%. One airline reports that approximately 50% of their ticket sales are to out-of-state visitors using Montana as a destination point. Another airline, at just one station, says that 90% of their three-month summer travel season, produced 9,000 loadings made up of out-of-staters. Non-resident hunting and fishing license sales during the two-year Centennial Train promotion showed fantastic gains, and I'm estimating these gains for the two-year period to be close to three-quarters of a million dollars. In my opinion, this should be a justifiable return in a \$50,000 investment in the train—and further, that the Fish and Game Department has an obligation to the Montana Travel Industry since approximately 46% of its total annual income is derived from non-resident people.

To another 8,000 Montana people, who directly or indirectly contributed time and money, the train accomplished everything that they had hoped for. To the 70,000 Montanans who personally viewed the train and exhibits on the 30-day in-state tour, it meant pride in learning that Montana has a unique and

exciting history, an enterprising thinly scattered population, and most of all, they realized that our Governor and many groups and individuals were doing something to make these facts known to the rest of the world.

If there is a rapid follow-up of the Centennial Train promotion, Montana can in 16 years enjoy a travel industry that will prime the financial pump to the tune of \$1,500,000,000 in annual travel dollars. Not enough Montanans realize that the equivalent of eight visiting families a day throughout the year, will bring more revenue to a community than a factory with \$100,000 annual payroll. And, too, that these visitors don't cut any trees, dig any holes, nor pollute our streams and our air—they come to look, to enjoy the outdoors, to visit with our friendly people, and they take away nothing except beautiful memories. And an all important fact, they part with their money in the process.

It would be hard to convince many people that Santa Claus does travel on skis these days, and that our winter recreational potential is a sleeping giant and needs only to be awakened. (According to a Ninth Federal Bank report, there were 8,400,000 skiers in the U.S. in 1964. In the same report, they predicted that there would be 43,000,000 skiers by 1974—an increase of 500%, in just 10 years.) In many states, what used to be off-season, is now BIG season. In Florida, for example, their seasons other than winter, now produce more revenue than what once started out as a strictly climatic promotion. Florida, incidentally, has an annual travel budget of \$3,000,000, which in turn produces \$3,000,000,000 in travel volume for a like period. Montana's winter business requires only a sales organization and a service department. The snow production end is all set up and costs nothing. We have a lot of desirable snow but we're not selling it—we should let more people know that we're in the BIG SNOW country as well as the BIG SKY COUNTRY!

I think few people realize that Montana doesn't have a legally constituted state agency that exists for the sole purpose of travel promotion—and that there is more to the subject than terminology. The State Advertising Department was created by the Highway Commission for the prime purpose of stimulating auto travel—to sell more gas—to increase gas tax revenue. This is their primary function. The State Planning Board is an offshoot of the State Water Board and exists primarily to develop Montana natural resources for Montana people. Both agencies do a tremendous job with their limited budgets. Our Legislators need to awaken to the fact that accomplishments in recreational development are limited only to the extent of financing.

It's a bit sad to know, and somewhat encouraging for those who get on the ball, that the combined expenditures in the U.S. of the 5 state travel departments, to attract tourists and travel business in 1964, was less than one-fifth the amount spent on advertising by one cigarette manufacturer in the same period.

The Centennial Train and World's Fair did much towards developing the state's aesthetic and human resources and I predict that if Montana people, with the help of State Government will continue BIG SKY COUNTRY travel promotion on a broad scale, Montana can enjoy a 500% growth in 12 years—a plus billion dollar business. The Centennial Train and World's Fair promotion has set the stage and makes this possible.



JACK HUME
Assistant Director of Centennial Train

PURPOSES AND OBJECTIVES OF TRAIN

1. To generate out-of-state interest, to attract and encourage seasonal visitors to the Big Sky Country. A very direct personal appeal to make their 1964 vacation spot and to prove to ourselves that Montana can be more than a 'bridge state.' The over-all objective of the train was to promote business for Montana.

2. A Centennial commemoration should be more than an 'in-state' celebration; it should capitalize on the fact that THE OLD WEST is not dead and that cowboys and Indians and the 'friendly West' are still a part of our environment. This will have tremendous national appeal on TV, radio, press, movies, etc.

There were many, many benefits derived by the State that could not be publicized—New York World's Fair assistance, rent, detective service, laying of track and other privileges were granted. Thousands of hours of service donated—all ran high in the thousands of dollars.

Montana State Centennial Queen Contest

MRS. BLANCHE JUDGE, DIRECTOR

THE STATE Centennial Queen contest was held at the Civic Center Sunday afternoon, March 22, 1964. About 1,500 persons from Helena and throughout the state attended this spectacular pageant.

Miss Bonnie Jo Robbins, a 20-year-old talented brunette who had been chosen as Miss Great Falls, was crowned Miss Montana Centennial. Miss Robbins, a Montana State University co-ed won her title with a medley of songs ranging from opera to musical comedy.

Miss Kitty Ann Quigley was the first runner up and was crowned Miss Big Sky Country. Miss Quigley had been named as Miss Missoula Centennial Queen. She was a student at University of Montana in Missoula.

Finalists were Virginia Kirshir, Miss Livingston, and Cindy Henderson, Miss Butte. Other contest winners representing their communities were Linda Torske, Miss Dillon; Karla Johnson, Miss Havre; Sally Neath, Miss Helena; Sara Stetzner, Miss Anaconda.

Mrs. Mildred Hibarger and Mrs. Victor Fall were co-chairmen of this outstanding state pageant. Directing the beautiful local pageants were the following chairmen: Mrs. Mildred Hilbarger, Helena; Mrs. Carl Fjeld, Bozeman; Mrs. Irvin Jacobs, Butte; Mrs. George Mitchell, Billings; Mrs. Dick Willis,

Missoula; Mrs. Burt Oliphant and Mr. Roy Lynch, Dillon; Mrs. W. A. Rader, Havre; Mrs. Richard Kurth, Great Falls and Mrs. Guy Monaco, Anaconda.

Expenses for the wardrobes and traveling on the Centennial Train for both Miss Robbins and Miss Quigley were paid through the financial success of these local pageants. The two queens and their accompanists, Mary Ann Shugrue and Helen Bibler, boarded the Centennial Train in Billings April 5 for a month of whirlwind activities including performances, parades, appearances, TV programs, radio shows, meetings with the press and important personages, banquets, receptions, etc. Through their wonderful talents, beauty, charm, vivacity, humor and true Montana friendliness, they won the hearts of all the hundreds of people who saw them and heard them sing.

Mrs. Blanche Judge, of Helena, who spearheaded and organized all the local pageants and the state pageants, wishes to thank the hundreds of people throughout the state who assisted with this wonderful project and all the beautiful girls who were contestants.

It will most certainly be remembered as one of the finest state-wide projects with everything running so smoothly, in such a well-organized manner and with such friendly and agreeable persons participating.



FINALISTS IN STATEWIDE QUEEN CONTEST

Insert upper left—Bonnie Jo Robbins—Miss Centennial Queen
Upper right—Kitty Ann Quigley—Miss Big Sky Country

President Johnson speaks at Centennial Banquet

Washington, D.C.

Left to right: President Lyndon B. Johnson, Chet Huntley, Mrs. Mike Mansfield and Robert O'Brien, president of Metro-Goldwyn-Mayer.



THE WHITE HOUSE
WASHINGTON
July 27, 1964

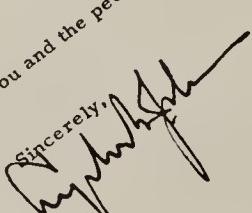
Dear Mike:

Will you please convey to Mr. L. W. Upshaw, Chairman, Montana Territorial Centennial Commission, and his colleagues on the Commission, my appreciation for their thoughtfulness in presenting to me, through you, a Montana Centennial Colt 45 and a Montana Centennial Remington Carbine.

May I take this means to again express to you and to the people of Montana, as I have twice previously in Washington in meeting with you folks, my wishes for a successful Centennial Year and my continued admiration for the enthusiasm and initiative which your State, "The Big Sky Country", is putting forth in this endeavor.

With best personal wishes to you and the people of Montana,

Sincerely,


Honorable Mike Mansfield
United States Senate
Washington, D.C.



Left to right: Thomas L. Judge, special events director; Chet Huntley, Myrna Loy, L. W. Upshaw and Senator Mike Mansfield.



A few of the faithful crew of World's Fair Exhibit taking a picture break with Manager Ott Tschache.



Train crew dress up for evening out with Governor Babcock on Montana Day 1965 at World's Fair.

CENTENNIAL BIRTHDAY

DICK PACE

MAY 26, 1964, 100 years after President Lincoln signed the bill creating Montana Territory, the state celebrated its Territorial birthday in Helena. During the afternoon an outdoor program at the Capitol entertained over 2,000 people; that evening Montanans attended a glittering Centennial Ball.

Guests at the afternoon program, introduced by Master of Ceremonies Alfred J. Dougherty, Helena, included pioneers of early-day Territorial settlements, past and present state officials and two special guests of honor: Mrs. Ione Pierce, Cascade, granddaughter of Sidney Edgerton, and James White Calf, 107-year-old Blackfoot Indian of Browning.

Among out-of-state guests were Mary Margaret Schultz, Queen of the Minneapolis Aquatennial; William Preston, Aquatennial president, and 14 other Minnesotans who had flown in by chartered plane for the occasion.

Highlighting the program was a dramatization by Prof. Bert Hansen, University of Montana, of the fight by early-day residents, led by Sidney Edgerton, to create a new Territory. Directed by Sheila Sullivan, the cast included: Jim Greeley, Abraham Lincoln; Ben Hansen, Edgerton; Henry Jorgensen, H. L. Hosmer; Dennis Twobig, Congressman Cox; Burt Hold, Congressman Washburn; Jack Riley, Congressman James Ashley; Conrad Frederick, Col. Wilbur F. Sanders; Peter Sullivan, narrator. All were from Helena.

Montana's Centennial Band opened the program, playing numbers which made them famous during the Centennial year. A musical

review, directed by Bob Moss, featured Miss Montana Centennial Bonnie Jo Robbins and Miss Big Sky Country Kitty Ann Quigley.

John Taylor, Kalispell, was judged the most realistic of seven Abraham Lincoln look-alikes vying for the honor of portraying the Civil War president at the Centennial Ball. The Taylors were guests of honor for the evening.

Entries from throughout Montana climaxed the program with a parade giving Montana's Territorial history in capsule form. John Quigley was parade marshal.

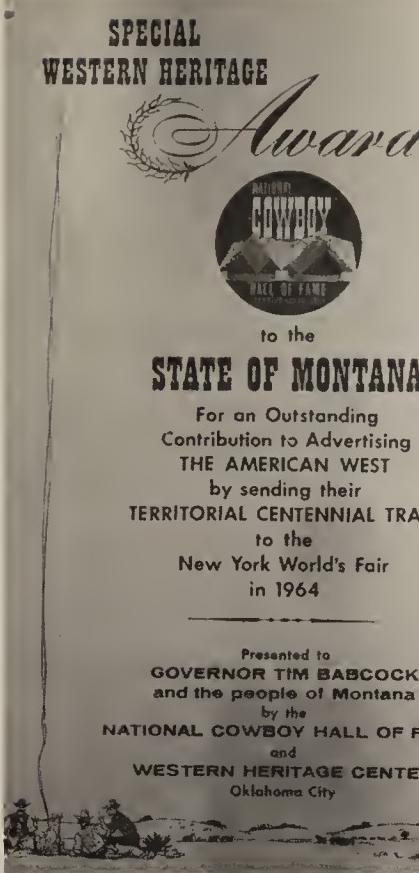
Helena's Civic Center, decorated with a canopy and wall coverings of pink silk, was lighted by crystal chandeliers for the Ball. Pictures of Territorial and State Governors lined the walls and one end of the ballroom was filled by a Montana-shaped, half-ton birthday cake with the frosting spelling out "One Hundred Years of Good Living." Pink icing bitterroots, the state flower, decorated the cake.

Gov. and Mrs. Tim Babcock, in 19th century costumes, led the grand march through an arch of swords raised by Gallatin County's Sheriff's Posse as the Seventh Cavalry. The Cavalry had played a prominent part in the afternoon program.

Music was provided by Claude Thornhill's nationally-known orchestra and special musical entertainment was furnished by a former Broadway star, John Hickman, singing old-time favorites. Terry Bass was master of ceremonies.



Huge crowds gather on capitol grounds for Birthday Parade.



Special Western Heritage Award made with special ceremony to Governor Babcock and people of Montana.



Frank Murray, Secretary of State, presents to Harriet Meloy of Historical Library a copy of Congressional Act creating Montana Territory and signed by Abraham Lincoln.



GRAND MARCH, CENTENNIAL BALL, HELENA, MONTANA, MAY 26, 1964

Front row—Mrs. Babcock, Governor Babcock; Mrs. Aronson, former Governor Aronson; Mrs. Don Nutter, George Hickman, Mr. and Mrs. John Taylor. Second row—Ken Wralstad, director; Mr. and Mrs. Bill Preston, President of Minneapolis Aquatennial; Bill Carson, chairman of Lewis and Clark County Committee.

MONTANA CENTENNIAL GOES INTERNATIONAL



Terri Upshaw and Jo Ann Werner present invitation, picture and medallion to King Olaf.

One hundred high school students and faculty traveled by chartered overseas plane to Norway for six weeks of summer school and travel. While in Oslo they were given a reception in the Royal Garden overlooking the Oslo Fjord, by the King of Norway.

A large colored picture of the King on

horseback in Glacier Park, along with a Centennial Medallion and an official invitation engraved on gold plate to attend Montana's Centennial celebrations from Governor Babcock, were presented to the king in his gardens. This activity was covered by T.V., radio, and European press.

1964 CENTENNIAL EXHIBIT EXPRESSED VIA NORTHWEST AND PAN AMERICAN AIRWAYS TO PARIS, FRANCE

Ben Holt, son of one of Montana's Governors and now stationed in Paris, France as Public Relation Director of Pan American Airways in Europe arranged for and managed our Territorial Centennial Statehood Diamond Jubilee Exhibit on the Champs Elysees in the heart of Paris. Adding much to the excitement of it all, the final arrangements were made by direct telephone call from the capitol of France to Montana Centennial headquarters in our capitol city of Helena. The exhibit was forwarded to Paris via Northwest Airlines

from Helena to Seattle and over the Polar route of Pan American to Paris.

Montana's World's Fair exhibit, Centennial Train, Rose Parade participation and other featured programs drew inquiries from many parts of the world. To name a few:

The King of Norway

Mr. F. Fugie, Chamber of Commerce of Kobi, Japan

Canadian Officials of B. C. of Montreal and others along with a great number of persons from all sections of the United States.

Photography and the Centennial

CHET DREHER, PHOTOGRAPHY CHAIRMAN

One hundred years ago photography had just come of age. Combat photographer Mathew Brady was driving his horse-drawn darkroom out onto Civil War battlefields to record the carnage. But the engraver had no quick process to transfer the image to a newspaper. It was only by an artistic and tedious method of hand engraving that facsimiles could be reproduced.

In 1964 it would be difficult to guess the number of people who not only heard but saw some portion of the Montana Centennial celebration thanks to the medium of photography. Who knows how many saw the opening day celebration at Pasadena via television and that to Europe via Telestar? Hundreds of photographers throughout the state (and many from without) produced pictures for the largest dailies to the smallest weekly. From ocean to ocean pamphlets with brilliant four-color photos of Montana scenes were sent or handed out. Within the state beauty contests were held and the fair contestants' images appeared in the home town papers to inform those who weren't present. There were contests, described in some detail elsewhere in this report, all photographed, many published but others tucked into drawers of slide files, perhaps to lay dormant for a hundred years and then salvaged from a dusty attic for another celebration.

Through the medium of photography Montana gained a handsome portion of the nation's attention. Live television coverage was accorded such events as the Centennial Train departure from Billings and Montana Day at the New York World's Fair besides the previously mentioned float at Pasadena. All along the train's route local coverage was provided free by a host of stations.

President Johnson was visited in the Rose Garden by a Montana contingent that was well covered by TV and newspapers. Much of what was recorded photographically was by individuals who will talk about their pictures when showing them to friends many years hence.

The beards of the men and the granny dresses of the women must all have been recorded on film for a future generation to see. Thus the celebration will, in a small way, go on for years to come as memories and events are re-hashed. Just as today we look at century-old photos of ghost towns, vigilante hangings and other scenes from the past, so will a future generation view the Centennial; a well recorded celebration.



CHET DREHER

WIDE CIRCULATION OF CENTENNIAL DIAMOND-JUBILEE ARTICLES AND SPECIAL PUBLICATIONS

We express our appreciation to the following for recognition given our celebration through their publication:

Mountain States Telephone Co.—For articles in Monitor & Spectrum editions, Montana city and legislative directories.

State Department of Education—News and other publications.

Education Journal—Monthly publication.

Montana Historical Society—Western history and news letters.

State Chamber of Commerce—Publication.

Life, Newsweek, Time, Gun, Holiday and other magazines.

Bob and Kathryn Wright — "Territory of Treasures."

Ford Times—"My Mad Love Affair With Montana.

U. S. Department of Interior—Special publication.

Guides and Packers and many trade publications.

College, University and High School newspapers and annuals.

Newspapers, Television and Radio — For thousands of articles.

New York World's Fair—Brochures and news letters.

Our own publications included THE FIRST LADIES' COOKBOOK compiled and edited by Mrs. Tim Babcock; MONTANA, THE BIG SKY COUNTRY, Michael Kennedy, editor; THE CENTENNIAL TRAIN BROCHURE, Chet Dreher, editor; FROM GOD'S COUNTRY TO THE ATLANTIC (Centennial train trip), Grover Schmidt, editor. In addition there were Centennial brochures, news letters and monthly reports in great numbers.

NOTE: There are over 8,000 news clippings in scrapbooks and copies of above mentioned articles available for viewing in the Centennial-Diamond Jubilee files in the Montana Historical Library.

CENTENNIAL PUBLICITY

A large share of the credit for the success of the Montana Territorial Centennial celebration in 1964 should go to the news media—newspapers, magazines, television and radio stations throughout the country. As evidence of their support, the Centennial Commission had three jumbo-size scrapbooks filled with thousands of clippings from all parts of the United States.

Of the major events staged during the Centennial, Montana received world-wide publicity on its Tournament of Roses float at Pasadena, which was seen by millions of people in the United States and Europe. The Centennial Train, of course, for weeks was publicized coast to coast.

We should not overlook the help we received in publicizing the Centennial celebration from the news media in Montana. The daily and weekly newspapers and the television and radio stations hardly let a day pass that prominent mention wasn't made of Centennial events.

The work of the Publicity Director was greatly facilitated by members of the Centennial staff, as well as the commissioners, who did much in their respective communities in this regard. Commission Chairman L. W.



LYLE DOWNING

Upshaw was one of the best publicity outlets we had. I also want to thank Miss Ann Hoss, Mrs. Mabel Gaskill and Mrs. Donna Mufich of the staff for the work they did in the publicity department. Mr. Robert H. Rockhold, who was coordinator of activities and a representative of the John B. Rogers Company, Fosteria, Ohio, who produced "The Montana Story", came up with many excellent ideas for publicity.

Taken as a whole, there is little doubt that Montana received as much publicity as any state which staged a similar celebration in recent years.

LYLE DOWNING
Publicity Director

A FEW HEADLINES FOR TRAIN
FLATHEADS, COWBOYS INVADE D. C.—
the Washington Post, Washington, D. C.,
April 17, 1964.

BOLT THE DOORS! COWBOYS AND INJUNS
ARE COMING—The News American, Balti-
more, Md., April 17, 1964.

MONTANANS CELEBRATE CENTENARY—
Tri-City Herald, Pasco, Wash., April 7, 1964.

CENTENNIAL TRAIN RETURNS FLYING
MONTANA'S COLORS — Herald Dispatch,
Huntington, W. Va., April 16, 1964.

MONTANA BRINGS OLD WEST TO CITY—
The Cincinnati Post & Times Star, April 14,
1964.

WAGON TRAIN DUE TOMORROW — The
Evening Star, Washington, D. C., April 15,
1964.

MONT. 'WHOOPEE' TRAIN DUE IN PHILA.
MONDAY—Courier-Post, Camden, N. J.,
April 14, 1964.

MONTANA CENTENNIAL TRAIN IN
CHARLESTON — Sentinel, Parkersburg,
W. Va., April 15, 1964.

MONTANA CENTENNIAL TRAIN DRAWS
CROWD—Idaho Statesman, Boise, Idaho,
April 16, 1964.

STILL A LOT OF THE OLD WEST TO
SEE ON MONTANA TOUR—The Courier-
Journal, Louisville, Ky., April 12, 1964.

MONTANA TRAIN LADED WITH GOLD—
Gazette-Mail, Charleston, W. Va., April 5,
1964.

MONTANA CENTENNIAL TRAIN TO VISIT
CITY ON WAY TO FAIR — The Plain
Dealer, Cleveland, Ohio, April 5, 1964.

MONTANANS ON STATE CENTENNIAL
TRAIN FIND FRIENDS EVERYWHERE
—Lewistown Daily News, May 6, 1964.

NATURE'S FAIRYLAND IN ROUGH WAITS
FOR SPORTSMEN, TOURIST IN MON-
TANA—Cincinnati Enquirer, April 26, 1964.

THE MARVELS OF MONTANA—The Wash-
ington Post, April 12.

INDIANS—MONTANA TRAIN TO BRING
REDSKIN PARADE TO CITY—Gazette-
Mail, Charleston, W. Va., April 12, 1964.

MANSFIELD SHOWS HOW THEY MAKE
DOLLARS IN THE WEST — Washington
Post.

MONTANA'S GOVERNOR TELLS OUR
STATES BUSINESS BOOM — Louisville
Times.

WESTERNERS HAVE \$1,000,000 IN GOLD
EXHIBITED ON MONTANA TRAIN —
Baltimore Sun.

CHARLES M. RUSSELL - U. S. POSTAGE STAMP

First Day Coverage on His 100th Birthday Anniversary
March 19, 1964
Post Office, Great Falls, Montana

Over One-Half Million Stamps Were Sold During the Day

One of the sparkling highlights of Montana Centennial celebration was the issuance of the Charles M. Russell U. S. postage stamp with the first day coverage in Great Falls, the old home town of the famous Western artist.

Stamp collectors from many sections of the country moved into Great Falls for the occasion. A special noonday luncheon sponsored by the Great Falls Ad Club was attended by an overflow crowd. Governor Tim Babcock, Mrs. Babcock, representatives of the U. S.



Block First Day Issue Centennial Special



Mark Fuller, Postmaster, stands as Governor Babcock addresses first Russell envelope.

Postal Service, members of Centennial Commission along with a number of others made up the list of distinguished guests present.

Special envelopes were designed for sale by the Centennial Commission, Great Falls Ad Club, Russell Museum, Great Falls and the Great Falls Tribune.

First day covers have been circulated around the world recognizing the two centennials, that of the birth of Charles M. Russell and the Montana Territory—1984-1964.



Governor Babcock mails first envelopes as Mayor Marian Erdman and William Bertsche, President of Russell Memorial, look on.



Governor and Mrs. Babcock distribute Russell letters.

Congratulations to Grover Schmidt, editor, and his corps of enthusiasts who contributed of their time, talents and material making possible the publication of "Montana Centennial Train History 1964".

The book with all of its interesting articles and exciting pictures has become a collector's item.

On the opening pages you will read the following:

WE CAME, WE SAW
AND WE LOVED IT . . .
FROM GOD'S COUNTRY TO THE ATLANTIC
WORDS AND PICTURES
OF THE FABULOUS
MONTANA TERRITORIAL CENTENNIAL TRAIN



GROVER SCHMIDT
Train Historian-Editor



Governor Babcock makes presentation to James E. Webb, administrator of National Aeronautics and Space Administration. Senator Mansfield admires gift.

Organization and Activities of the Montana Centennial Band

FOLLOWING several months of planning and meetings with the Centennial Commission chairman, Commission music chairman and chairman of the Centennial Tournament of Roses Committee, two high school band directors, James Tibbs of Missoula, and Roger Heath of Great Falls, suggested to the Montana Centennial Commission that an all-state youth band be considered to represent the state of Montana in the 1964 Centennial year. The advantages of having many community areas represented in the band met with the approval of the Centennial Commission and Mr. Tibbs and Mr. Heath were appointed as co-directors of the official Montana Centennial Band.

A budget requirement of \$10,000 was submitted to the Centennial Commission and was given official approval. Funds were expended for the following: 1. Organization and administration of the band. 2. Expense and transportation of members attending rehearsals. 3. Transportation, housing and meals for the Pasadena Tournament of Roses project. Uniforms for the band were not a budgetary item in that each member was expected to provide a personal deposit of \$40.00 upon accepting membership which would be put aside to defray the cost of the special western type uniform. The uniform was then to become the property of the band member at the conclusion of the band's official activities or at the end of the Centennial year, whichever came first.

Application forms were sent to every school band or director in Montana and public announcement of the band's formation was released through normal publicity and news media.

From a host of excellent applications a group of 80 members and 5 alternates was finally chosen. Of the 85 persons 4 members were chosen from Montana's two major universities on the basis of known superior ability. All others were chosen on the basis of the following criteria: 1. A taped audition of prescribed material, 2. Past ratings in music festivals, 3. Age, 4. Health certificate, 5. Home director's evaluation of playing ability, marching ability, and citizenship, 6. Availability for projected practices and performances.

The band assembled for the first time in Great Falls in August of 1963 where they underwent 4 days of intensive and rigorous rehearsal. At the conclusion of the 4 days

the Montana Centennial Band made its first public appearance on KRTV of Great Falls. The band's second rehearsal was to come at the time of the October Teacher's Convention weekend. It was here the band made its second public appearance in exhibition for the teacher's convention as well as setting its plans for another rehearsal on the Thanksgiving weekend in November. No other rehearsals were scheduled to take place before the band's departure for California because of the heavy expense. Three rehearsals seemed a very small amount but proved to be sufficient because each weekend actually entailed a total of more than 16 hours of actual playing and marching.

The Montana Centennial Band departed Missoula on the evening of December 26, 1963, for California on two double-deck busses, and arrived some 30 hours later at the Mark Kepple High School of Alhambra, California. This was to be their operational headquarters during the Tournament of Roses activities. Four hours after arrival final polish rehearsals were underway in preparation for the band's major appearances in California.

Planned major appearances in California were as follows: 1. A concert and marching exhibition at Disneyland, 2. The dedication of the "Big Sky Country" float, 3. A formal concert in the lobby of the Statler-Hilton Hotel for the entire Montana delegation, 4. The official Tournament of Roses Parade. Enthusiastic and admiring approval met the band each time it appeared in public but the reception and comments made during the parade and by TV commentators Arthur Godfrey and Betty White via nationwide television and the post parade announcement that the Montana Centennial Band was the winner of first place in parade competition rank as high points in their memories of the California trip.

Upon returning home plans were made for the second phase of the band's Centennial year activities. Announcements were prepared and sent to all known community or area celebrations within the state in which the band offered its services, through the Centennial Commission at no fee except its actual cost of transportation, meals and housing. As a result appearances were made by the band at the "MontanaRama" in Missoula in March, the Ronan and Polson celebrations in the late spring, the Livingston celebration in July and the Butte 4th of July parade and celebration, the Glendive Centennial celebration and the

state fair at Great Falls. A request to appear as the honor band of the Portland Rose Festival had to be turned down in June as no funds were available through the Centennial Commission. The band's initial budget was set up to fund it through its appearance at the Tournament of Roses in California.

Shortly after the return from California a special record album was produced by the band as a souvenir. This album was expressly made by and for the band itself but turned out so well and was received with so much enthusiasm it was decided by the group to offer it to the general public in an effort to raise funds for a trip to the New York World's Fair. Further encouragement was given this project by the "Montana Broadcasters Association" and by the middle of August a state-wide sale of almost 4,500 records as well as cash donations from all parts of Montana had netted the sum necessary for this project. The band did not expect or receive any Centennial funds in this venture although it did represent the Centennial as the Montana Centennial Band in an effort to publicize the "Big Sky Country" and the Montana Centennial to the people of the East Coast of the United States.

About the middle of August of 1963 the band left Montana by train for New York and the fair. An additional tour to the nation's capitol had been arranged for the two-week trip and a brief resume of the appearances during this tour is as follows: 1. Four days of concerts and salutes to the other states on the grounds of the fair itself at the locations of the other states' exhibitions, 2. Eight concerts at the Montana Exhibition itself, 3. A special formal concert at the U. S. Federal Building which saw the Montana Centennial Band receiving the first standing ovation ever accorded to any musical group at the New York World's Fair, 4. A formal concert (noon-time), in the plaza of Rockefeller Center, 5. A marching exhibition before 35,000 persons at Shea stadium, 6. A request to serve as the official representative of the New York World's Fair committee at "Diplomat" day in honoring the diplomats of some 60 nations during their visit to the fair, and 7. A joint concert with Paul Lavelle's official World's Fair Band of America.

At the conclusion of the band's New York appearances it entrained for Washington, D.C. Here the band pursued a more relaxed schedule and interspersed concerts with interesting and educational sight-seeing experiences. Very successful concerts were given for U.S. congressmen in the rotunda of the Senate office building and on the steps of the capitol. Without a doubt the greatest and most memorable honor came to the band quite unexpectedly. It was a request by the President of the United

States to play a concert in the White House Rose Garden. It is interesting to note that only one band had ever played there before, the United States Marine Band. With this final appearance the Montana Centennial Band concluded its brief but exciting history.

Many hundreds of people were important and vital contributors to the success of the Montana Centennial Band. Each gave of their time, talents and energy whenever needed with no thought of personal or monetary gain. The band's success was a direct result of this attitude and desire so typical of the "Big Sky Country."

Persons and groups which must be given special mention and credit for extraordinary contributions are: Mr. L. W. Upshaw, the tireless and wonderful chairman of the Montana Centennial Commission; Dr. Luther Richman, chairman of all music activities for the Centennial; Mr. James Snyder, whose special musical arrangement for the Tournament of Roses Parade did much to attract attention to the band; the administrators and school board of the Mark Kepple High School of Alhambra, California; the manager and entire staff of the Montana exhibit at the New York World's Fair; the senior senator from Montana and the Montana Congressional Delegation in Washington, D.C., and last but by no means least, the parents and home town directors of the more than 35 community areas represented by members of the Montana Centennial Band.

Sincerely,
JAMES M. TIBBS
ROGER HEATH

BRIEF FINAL REPORT OF CENTENNIAL MUSIC COMMITTEE CENTENNIAL MUSIC COMMITTEE

Your state Music Committee was fortunate in receiving such effective and wholehearted cooperation from the public and private elementary and high schools, including choral, orchestra, band, and individual performers. The colleges of the state gave numerous programs in connection with the state celebration; the churches were also active in bringing special musical offerings during the birthday year; and radio and TV stations did exceptional work performing the Centennial music and promoting the celebration. Private and school music teachers, popular music artists and groups, square dance organizations and other dance groups, men and women's service clubs, fraternal organizations, business firms, Montana composers, and U. S. Service groups were all taking part as well as scores of other folks giving of their musical talent to enrich the state's Centennial outpouring of celebration music.



LUTHER A. RICHMAN



Presentation of record album of numbers by the Centennial Band to Governor Tim Babcock. Left to right: Governor Babcock and Directors Roger Heath and Jim Tibbs.

REPORT ON CENTENNIAL SONGS

In keeping with this year's celebration, more than 100 centennial songs were sent to the commission office. Four composers were responsible for more than half of the songs. They include 35 songs and jingles from Mr. Gene Quaw of Bozeman; 12 songs from Wayne M. Davidson of Shelby and Great Falls; 10 songs from Mrs. Gloria Mahlum of Dutton; and 8 from Mr. C. E. Cunningham of Florence in the Bitterroot Valley.

Composers from the following towns took part in this song event: Shelby, Livingston, Great Falls, Helena, Whitefish, Missoula, Dutton, Winnett, Eureka, Bozeman, Florence, Richland, Red Lodge, and three from out-of-state—Arizona, Oregon, and Missouri.

BIG SKY COUNTRY SONGS

Montana's Big Sky Country—Quaw
Big Sky Country—Rod Fisher, Great Falls
Montana, Big Sky Country — Kenneth Cole,
Winnett
Ballad of the Big Sky Country — Mrs. Fred
Hager, Missoula
The Big Sky Country—Mahlum

SONGS OF SENTIMENT

Memories to Montana—Davidson
My Prairie Rose—Mahlum
Beautiful Valleys—John Burke, Butte
Sweet Montana Dreams—Cunningham
My Sweet Montan Lil — Kenneth H. Wells,
Whitefish
The Last Big Roundup in the Sky—Quaw
My Beautiful Valley—Marion West, Eureka
My Old Montana Home—Nermaine

STATE SONGS

Our Treasure State—Mahlum
Out in the West in Montana—Ralph Lumley,
Red Lodge

PORTLAND ROSE FESTIVAL

How does a community finance a \$10,000.00 trip for a high school band? This is how Miles City, Montana, a community of approximately 10,000 people, accomplished this feat.

Band members worked collecting pop bottles—5,000 of them, pumped 20,000 gallons of gasoline to earn 4 cents a gallon profit, sold 206 gallons of root beer, held car washes at 21 service stations, held food sales and downtown barbecue sandwich sales to raise the \$10,000.00 needed. Contributions from business firms and individuals also added to this fund.

Chartered Greyhound buses, loaded with band members departed from Miles City June 11, 1964, and that evening presented a 90-minute concert at Helena, Montana, sponsored by the Helena Chamber of Commerce and the Centennial Commission of Montana. Upon completion of the concert the band again loaded in the buses and traveled on to Spokane, Wash., where they all enjoyed a baseball game. From Spokane it was on to Portland and the Rose Festival parade.

Our Montana — Mrs. Nancy Kenney Joselyn
(1904)

Montana's Song—Myrtle Mockel, Billings and
Bozeman
Give Me a Home in Montana—Davidson
I Love Montana—Quaw
It's Trailing Time in Montana (Centennial
Train Song)—Cunningham
The Beautiful One—Cunningham

NOVELTY SONGS

Big Sky Country Guy—Quaw
Jolly Little Anna from Montana—Susan Ker-
win, Great Falls
Centennial Skit—The Merleys, Helena; Dr.
Lottick, WCS
The Silver Dollar "Rush" in Montana—David-
son

Music Committees for Montana Centennial 1964

Luther A. Richman, MSU, Missoula Chairman
Robert Crebo, State Music Supervisor, Helena Co-Chairman

STATE SYMPHONIC COMMITTEE

Eugene Andrie, MSU, Missoula, Chairman
Glenn Welshon, Great Falls
George Perkins, Billings

STATE CHORAL COMMITTEE

Lloyd Oakland, MSU, Missoula, Chairman
Joseph Musselman, MSU
Neil Dahlstrom, H.S., Missoula
Betty Lou Berland, H.S., Laurel
Arthur Brandvold, H.S., Billings
George Buckbee, MCS, Bozeman

STATE BAND COMMITTEE

Roger Heath, H.S., Great Falls, Co-Chairman
James Tibbs, H.S., Missoula, Co-Chairman
Edward Sedivy, College, MSC
Roy Lyman, Elementary, Missoula

STATE ARTIST COMMITTEE

Mary Moore, Great Falls, Chairman
John Lester, MSU
Ralph C. McFadden, WMC of Ed., Dillon

CHAIRMEN ON COLLEGE CAMPUS

Dean Charles Bolen, MSU, Missoula
L. E. Opp, MSC, Bozeman
Ralph C. McFadden, WMC, Dillon
Robley Lawson, Rocky Mt. College, Billings
F. R. Van Valkenburg, EMC, Billings
N. Milton Iverson, Great Falls College
Wilbur Funk, NMC, Havre

CHAIRMAN APPLIED MUSIC TEACHERS

Donald Deneger, President NMTA, Missoula

COMMITTEE PROVIDING MUSIC ENTERTAINMENT—DANCE, POPULAR, ETC.

Robert E. Johnson, Missoula
Carl Beverlin, Great Falls
Frank Frederick, Billings
Carl Wright, Billings
Don Lawrence, Columbia Falls
Tiny Stokes, Helena

COMMITTEE — SQUARE DANCE, FOLK DANCE, ETC.

Kenneth Fowell, Great Falls, Chairman
Frank Reich, Missoula
Len Kennegard, Bozeman
Bob Fears and Larry Faught, Billings
Chuck Frach, Kalispell
John and Wilma Shadoan, Bozeman

Drama Committee — COOPERATING WITH MUSIC COMMITTEES

Firman Brown, MSU, Missoula, Chairman
Joseph C. Fitch, MSC, Bozeman
Frederick K. Miller, EMC, Billings
Phyllis Graham, College of Great Falls
Joe Ryburn, WMC, Dillon

Montana is divided into 13 districts for the State Music Festivals. Following will be the committee members from the various districts:

DISTRICT NO. 1

Ed Beckstrang, Kalispell, Chairman
Dick (Richard) Schlatter, Polson
Don Lawrence, Columbia Falls
Alfon Olson, Whitefish
Fred Nelson, Libby
*Ann Slifer

DISTRICT NO. 2

James Cole, Missoula, Chairman
Gerald Larson, Plains
*Shirley E. Braxton, Missoula

DISTRICT NO. 3

Dean Vinal, Hamilton, Chairman
*Virginia Vinal, Hamilton

DISTRICT NO. 4

Rod Lewis, Butte, Chairman
Dave Wilson, Dillon
*Helen LaVelle, Butte

DISTRICT NO. 5

John Varnum, Helena, Chairman
Larry Johnson, Three Forks
Dean W. Tavenner, Ennis
*Marjorie Lee Schroeter, Helena

DISTRICT NO. 6

William Williamson, Great Falls, Chairman
Frank H. Diener, Choteau
Jerry V. Schreuter, Fort Benton
*Mary Moore, Great Falls

DISTRICT NO. 7

Clifford Carlson, Havre, Chairman
Don Echelard, Big Sandy
Arne Erickson, Chinook
*Ruth Bishop Lucke, Havre

DISTRICT NO. 8

Glenn C. Dieterich, Lewistown, Chairman
James Larson, Judith Gap
*Dorothy Dahlstrom, Moore

DISTRICT NO. 9

Charles Cutts, Billings, Chairman
Betty Berland, Laurel
James McIlhattan, Red Lodge
*Eloise A. Beam, Billings

DISTRICT NO. 10

Enrico Roberty, Glendive, Chairman
Marian Herron, Sidney
*Miriam Johnson, Glendive

DISTRICT NO. 11

Ralph Harse, Miles City, Chairman
Robert Singer, Jordan
*Bessie Elzea, Miles City

DISTRICT NO. 12

Gordon Wickam, Glasgow, Chairman
*Anabel Horsman Osborn, Glasgow

DISTRICT NO. 13

Leo Froelich, Plentywood, Chairman
Frank Bertino, Medicine Lake
*Studio teachers.

Report by Centennial Pioneer Search Committee

PATRICIA TOOLE WHITEHORN (Mrs. Wayne Whitehorn) Granddaughter of the Honorable Joseph K. Toole, Montana's First Governor—CHAIRMAN

MEMBERS OF COMMITTEE

Mr. Warren Toole
Mrs. Alex Warden
Mrs. Scott Warden
Mrs. P. E. Logan
Mrs. Mae Campbell

Mrs. Lena Devney Magnuson
Mr. Sigurd Hjermstad
Mr. Tom Lease
Mr. Louis Rutherford
Mrs. Laverne Kelly
Mrs. A. E. Cogley

Miss Kathleen Cogley
Mrs. Sigurd Hjermstad
Mrs. Victor Maxwell
Mrs. Dorothy Ball
Mrs. E. B. Guthrie, Sr.

DISTRICT CHAIRMEN

Mrs. Jack Toole, Shelby
Mr. and Mrs. Bert Guthrie, Choteau
Mrs. Morris Walker, Carter-Floweree
Mrs. Frank Whetstone, Cut Bank
Mrs. Wayne Whitehorn, Great Falls

Mrs. Mae Silvius, Fort Benton
Miss Elsie Campbell, Conrad
Mrs. Chas. Bersuch, Lewistown
Mrs. W. C. Rauscher, Stanford

The search for Centennial Pioneers was conducted through personal efforts of the committee, newspapers and radio with assistance of the general public. Three hundred fifty-four Centennial pioneers were found and contacted.

Centennial Pioneers attended the Miss Centennial Show February 28th and a tribute was paid to these pioneers. In May certificates of honor were sent to all of them.

Life histories of these pioneers were obtained and it was decided that the Montana Historical Society would be the most suitable choice to handle these histories. They were turned over to the Society and to State University. They may be published in the future.

The Pioneer Search Committee arranged a special stage show in honor of the pioneers in conjunction with the Montana premiere showing of the film "How the West Was Won." Mrs. Tom Newcomb Jr. acted as M.C.

Mr. Roger Heath presented an original composition, "I Want to Live in God's Own Country" from the Centennial musical "Gov. Joe" written by Mrs. Whitehorn in honor of her grandfather, Gov. Joseph K. Toole, first governor of the State of Montana. Mr. Billy Madison played a medley of old time accordion selections.

Mrs. Whitehorn and Mrs. Heath sang a duet, "Indian Love Call" accompanied by Mr. Harold Nicholls. A greeting was sent by Mrs. Charles Cooper, mother of the noted actor Gary Cooper.

Awards were given to men with the best beards and to ladies with the most colorful hats.

Awards were also presented to twelve pioneers chosen at random from the audience and Mrs. Whitehorn received a reward for her efforts on behalf of the Centennial Pioneers.

The Centennial Pioneer Search Committee displayed an excellent exhibit in the Fine Arts Building at the North Montana State Fair.

Through the efforts of Mr. and Mrs. Tom Lease the Centennial Pioneers were particularly honored at one of the Great Falls Symphony Concerts.

BURIAL OF TIME CAPSULE

JANUARY 5, 1965

A VERY IMPRESSIVE ceremony marking the close of in-state celebrations was held in the Capitol and on the Capitol lawn the afternoon of January 5, 1965. Members of the House and Senate joined Governor Babcock and members of the commission to place Centennial articles into the capsule to be sealed and buried. It is to be opened in the year 2064.

Music was furnished by the Carroll College Carrolleers and the Helena High School band, after which Governor Babcock addressed the assemblage. Centennial chairman as master of ceremonies, called on Mrs. Babcock to place the Centennial cookbook, which she compiled and edited, into the container. Mrs. Ted James, wife of the Lt. Governor, members of the commission and Legislature, Walter Anderson, State Comptroller, Ray Wayrynen, Speaker of the House, and others deposited the many different items into the capsule. It was then taken onto the lawn in front of the Meagher statue where the Governor and Walter Anderson, assisted by members of the commission, lowered it into the ground. The capsule will be opened in the year 2064 A.D.

THE BACKGROUND

DICK PACE

ALTHOUGH THE AREA that is now Montana was not known by white men during the early 19th century only a half-dozen settlements and fur posts dotted the wilderness before 1860. Then gold changed the picture: miners headed for the Salmon River stopped at Gold Creek or prospected along the way.

One group hit it big in 1862 on the Beaverhead and the rush was on. Grasshopper Gulch and Bannack, Alder Gulch and Virginia City paved the way for Territorial status; then came Butte, Helena and Bozeman, along with dozens of other mining camps and towns, some to die, others to prosper.

Thus the 1950s found many Montana communities coming of age. Golden anniversaries, diamond jubilees, occasional centenaries prompted plans for the big Centennial in 1964.

Dr. M. G. Burlingame of Montana State University felt without guidance all these plans would be useless, so early in 1960 he prepared an outline calling for honorary and working committees with the Historical Society in charge of statewide planning.

Meanwhile in Madison and Beaverhead counties there had been talk of a three-year observance: Bannack in 1962, Alder Gulch in 1963 and a statewide celebration in 1964. Letters promoting these plans were written during the winter of 1959-60. Among those contacted was George Sime, at that time with the State Highway Department, who suggested a meeting in Virginia City to discuss the possibilities.

Virginia City's Vigilance Club sponsored a meeting Aug. 5, 1960, to discuss a centennial celebration. James Vanderbeck and Ben Williams of the Vigilance Club, Charles A. Bovey



Bannack Centennial, August 5, 1962—Mr. Wampler and Geronimo who greeted the tourists all summer at Bannack made a big hit. Crowd and town in background.

and Larry Barsness of the Virginia Trading Company and Dick Pace, chairman, represented Virginia City. Writers and historians attending were Dr. Burlingame, Dr. Stan Davison of W.M.C. and Jack Barsness of M.S.U. Representing the state were Sime, Dorris Stalker, advertising department, Ashley Roberts, State Parks Director, and Mike Kennedy, Historical Society.

Joining them Sept. 15 in Helena for a second meeting were Dorothy Johnson, Montana writer, Fred Mass of the M.I.A., Charles Haggett, Virginia City, Royal Smith, Townsend, and L. W. Upshaw who had directed the Diamond Jubilee in Great Falls. Dick Duffy represented the Historical Society.

As the unanimous choice to replace Pace who was leaving for California, Upshaw agreed to begin work on a master plan for presentation to the forthcoming legislature. Others joined. There were more meetings and finally a master plan was approved. This plan was the basis for resolutions introduced March 2 by Senators Charles Bovey and William McKay and Representatives Jerome Anderson and Kermit Daniels in the 1961 Legislature. Both resolutions, which passed unanimously, called for creation of a Territorial Centennial Commission which Gov. Donald G. Nutter duly appointed. This commission met for the first time Sept. 7, 1961.



Dick Pace gives Governor Babcock an organ lesson in Nevada City.



Mrs. Maxwell, granddaughter of Governor Edgerton, was one of the honored guests attending the Bannack Centennial celebration. She is here inspecting sign marking the site of the first territorial governor's mansion.



Gov. John A. Burns of Hawaii, a native Montanan, receives a Centennial medallion from Governor Babcock during Governor's Conference in Hawaii.



Medallion presented to President Walt Terry of Ad Clubs of America at Sun Valley, Idaho.



John Schile presents medallion to Miss Oregon at Portland festival.



Del Rose Trio in one of their 30 odd costume changes.



Ken Ralston, Boo McGilva, and Ada Gould do the popular number 'Love on the Range'.



Peggy Kopac adds color to the hotel lobby in one of her many changes. Monty Montana registers for room.



Kitty Ann, Mary Ann and Bonnie Jo getting set for the show.



Jean Wroble and that Pepper Upper orchestra.



Addison Bragg and Helen Bibler are Champs

A FEW IN-STATE HIGHLIGHTS

Complete articles covering hundreds of special events statewide are on file in the Montana Historical Society Library.

January 27, 1964—Park County kicked off its Centennial year with a winter tour of the Norris Geyser Basin in Yellowstone Park. Approximately 50 persons from Livingston and 20 from Gardiner attended.

February 23, 1964—A doll show in Drummond marked the opening of its Centennial year with over 200 dolls entered in contest—oldest 102 years.

March 4, 1964—The Valley County Centennial committee made arrangements to plant some 1,200 trees in the county as a living memorial to the Centennial and to its pioneers.

March 14, 1964—Divide presented a variety show with cabaret setting and featuring Centennial beards.

Spring Vacation—University of Montana, Missoula, presented GIRL OF THE GOLDEN WEST in many cities during annual spring vacation as its contribution to the over-all Centennial effort.

May 1, 1964—Many cities designated one day of the week, usually Friday or Saturday, as official Centennial days and business people were asked to dress in costumes representing an earlier century. Many newspapers in the state commenced working on special Centennial editions for release during the summer.

June 11, 1964—COPPER DAYS opened Butte's official Centennial year with the dropping of 10,000 paper cutout 'copper coins' from an airplane over the city.

June 6, 1964—Cascade County area opened activities with a ham shoot, picnic in park and special entertainment for the old timers and guests from nearby counties and out-of-staters.

The Smith River Home Demonstration Club presented a tableau showing the arrival of the Lewis and Clark Expedition at the Smith and Missouri Rivers near Uln. Members of the Chestnut Valley Circle entertained with the singing of old favorite tunes.

June 9, 1964—The premiere performance of The Montana Story opened in Billings on the 9th and was scheduled to play through the 14th but because of rain it ran through the 15th. Billings participated in many other activities throughout the year, including parades, fair features, musicals, dramatic productions, athletic events, conventions, special services and others, all using the CENTENNIAL THEME.

June 11, 1964—Rosebud and Treasure Counties sponsored a parade, beard contest and Centennial horse show.

Kangaroo Court officially opened Centennial headquarters in Glasgow.

Belgrade Centennial celebrations opened, Centennial Queen crowned, bonnet contest winners selected and old timers honored.

Glendive celebrated "1864 Days" with Keystone Cops, Kangaroo Court, street corner quartets and period costumes, all giving an old time air to the festivities.

June 20, 1964—3,000 persons attended the Stillwater County Centennial at Columbus, with parade, barbecue, hootenanny style dance, street dancing and other activities.

June 26, 1964—Beard contest sponsored by Jaycees and log sawing contest sponsored by Centennial Committee and the Hoo-Hoo Club marked the Centennial opening at Kalispell.

June 29, 1964—The Inter-Faith Worship Service opened with the week long celebration in Miles City. The Montana Story played from July 1 to July 5, inclusive. Carter, Fallon, McCone, Prairie, Rosebud and Garfield Counties were honored during the celebration.

July 3, 1964—Circle celebrated on the 3rd, 4th and 5th. Activities included a parade, lamb barbecue, baseball game, judging of beard contest, pie eating contest for bearded men, style show, races, street dances and fireworks display.

July 4, 1964—An old fashioned 4th was the theme for activities in Bozeman. It featured games and races for children, horseshoes, croquet, nail driving and log chopping for the adults. All carried the Centennial idea. Fireworks display was viewed by hundreds.

The Teton County Centennial celebration opened at Choteau with a parade and rodeo. A program with history skits, songs and dances followed. The pioneers of the community were especially honored on the occasion.

Troy celebrated for the first time in many years. Crowned as Centennial Queen was Mrs. R. L. (Delsie) Slee, 80, resident of the community for 60 years. Among the activities enjoyed were a pancake breakfast, parade, beard judging, logging competition, river raft race and a steak fry.

It is estimated that 27,000 people witnessed the huge parade in Butte. 100 of Butte's native sons and daughters returned for the celebration and a reunion dinner

was served in Meaderville. The Centennial theme prevailed and old time costumes were worn by men, women and children.

July 1, 1964—Geraldine celebrated 2 birthdays—51 years as a town and our Centennial. Special honor was paid to the earliest homesteader in the community, Auguste Engelant, 85-year-old widow, who settled there in 1900.

July 4, 1964—Laurel Centennial Days opened with a barbecue. Figures are unavailable for the number attending but 3,000 pounds of choice beef were barbecued on the world's longest above-the-ground spit for the feed. Typical 4th of July activities were enjoyed.

Chester enjoyed first 4th of July celebration held in many years. A pancake breakfast started off the activities which included a 20 mile cross country horse race, parade and old timers program.

The three-day celebration at Drummond was termed a "great success, with the attendance of approximately 900 people.

Clancy celebrated an old fashioned 4th of July with a Centennial theme. Old time activities included fish derby, nail driving contest, greased pole and greased pig contests, races, cross-cut sawing contest and tug of war. A 90-minute variety show with a cast of 20 Clancy residents concluded the events of the day.

July 5, 1964—A large and enthusiastic Missoula cast opened its week long stand of the Montana Story in the University Field House in a spectacular indoor setting. With no real concern for the weather hazards that come with outdoor productions. A number of other Centennial events in both the city and county were enjoyed during the following months.

July 7, 1964—The Montana Story opened in Kalispell to run through July 11, and played to large crowds. John M. Budd, St. Paul, President of the Great Northern Railway, was guest of honor on July 9. The pageant expertly portrayed the role played by the Great Northern in the development of the famous Flathead.

July 10, 1964—Wolf Point enjoyed a three-day celebration with the Stampede Parade as the highlight.

July 11—Absarokee celebrated its Centennial Day with a large parade and announced its intention to send its famous 20-wagon train to Helena for the observation of Stampede Days. Approximately 125 people and 100 horses will make the trip.

July 16, 1964—The Marias Fair opened at Shelby for four days and marked the opening

of the Centennial. The Montana Story was presented each evening and ended with fireworks displays. The neighboring counties were honored during the activities.

Logger Days, an annual event, triggered Libbys Centennial observation. The Canadian Paddlewheel, manned by 40 members of the Kootenai River Boat Association, completed the river trip from Cranbrook, B. C. to Libby, and another group of Canadians arrived by motorcade.

July 18, 1964—Three Forks hustled with activity during its 2-day Centennial celebration. A huge Centennial parade featured floats and entries from towns throughout the Gallatin Valley.

Kicking off the Centennial in Philipsburg Crossroads presented for three performances at the Granada Theatre to capacity crowds.

July 18, 1964—Boulder and Elkhorn joined together in a two-day Centennial observance, attracting people from Helena, Butte, Anaconda, Deer Lodge and other nearby communities. A show depicting the historical events of Boulder "Out Where the West Begins" was well received.

July 21, 1964—The Montana Story was the opener for the 6-day celebration in Glendive. The first day was designated as Governor's Day and the Governor and Mrs. Babcock were present. Pre-pageant entertainment included concert by the Montana Centennial Band on July 26.

July 22, 1964—The Central Montana Centennial Committee and the Central Montana Fairboard jointly sponsored a four-day celebration at Lewistown which opened with a Centennial parade. The Montana Story played each evening to record attendance.

July 24, 1964—The Montana Story marked the opening of Helena's Centennial activity and played each evening through July 30. July 28 was designated as Founders' and Pioneers' Day. The Last Chance Stampede, also with the Centennial theme, started on the 31st to run for three days.

July 31, 1964—Another first was the celebration of the Chippewa-Cree Indians in their history. It marked the 50th anniversary of their coming to the Rocky Boy's Indian Reservation along with the Centennial celebration.

August 2, 1964—Glasgow opened its week-long Centennial celebration with Faith of Our Fathers Day sunrise services. The North Eastern Montana Fair ran for three days. August 5 was proclaimed Governor's Day and activities included the crowning of the Centennial Queen by the Governor.

"TREASURES OF THE WEST"

EXHIBIT OF MONTANA CENTENNIAL TRAIN AND
NEW YORK WORLD'S FAIR

ONE OF THE EXHIBIT CARS on the Centennial Train and at the New York World's Fair contained fourteen handsome display cases and a large 18' x 5' oil painting, which were a part of the "Treasures of the West" collection owned by Mr. and Mrs. Don C. Foote of Billings, Montana.

These mahogany, brass-fitted and indirectly lighted 'portable' cases contained western historical memorabilia which was collected, restored and displayed by the Footes. Three-dimensional effects were achieved against appropriate backgrounds of velvet, wallpaper, cowhide, doeskin and textured woods.

Four cases were devoted to the Custer Battle, and contained George Custer's gold watch and other belongings, as well as hundreds of objects found at the battlefield used by Custer's ill-fated 7th Cavalry and the Indians who overwhelmed them. Accompanying this display was a dramatic painting on the Custer subject titled "AFTER THE BATTLE" by J. K. Ralston. It is described by historians as "the most authentic portrayal of the battle yet painted."

Personal possessions and Wild West show paraphernalia of Buffalo Bill Cody occupied four cases, the most personalized Cody collection being represented on the train. Calamity Jane and Wild Bill Hickok were featured in another case, containing many personal possessions, her diary and documented evidence of her marriage to the famed frontier marshal. The remaining cases cover various phases of the early West, such as cowboys, saloons, pioneers, miners, lawmen and outlaws.

The Gay Nineties Arcade at the Montana Pavilion, New York World's Fair, contained 35 antique nickelodeons, arcade machines and a mechanical barroom show—all from the Foote collection. This made a big hit with everyone who visited the Montana Pavilion and the music from one of these machines was used on a national TV news program, showing the closing of the New York World's Fair. The end of the program pictured someone dropping a quarter in while a group was watching—music from the machine serving as the finale!

The Footes were contacted by Radio Free Europe and prepared a 30-minute tape of the history and workings of these old nickelodeons with the music from the machines fading in and out of the conversation. This was translated and used on the Radio Free Europe programs.

The official Souvenir Book of the New

York World's Fair (by *Time-Life*) carried a color photograph of one of the display cases on Buffalo Bill. This was important, because of the 18 states represented at the Fair, pictures of exhibits from only seven were shown—and only one other in color. Much of the newspaper and magazine publicity derived from the Foote collection and one of the



MRS. STELLA FOOTE

finest articles "Guns of the Treasure State" in the September 1965 *Guns Magazine* carried six photos of the collection.

Stella and Don accompanied the exhibit to Washington, D. C., where it opened January 25, 1966, in the Department of Commerce lobby for viewing before being shipped abroad. Ceremonies included appearances by Secretary of Commerce John T. Connor, French Ambassador Charles Lucet and Senate Majority Leader Mike Mansfield, each branding one of the letters U.S.A. on one of the shipping cases. Many other dignitaries were there and every newspaper, television and radio station in Washington carried the story. It was also featured on the Mike Wallace's *Today* show.

The Footes accompanied the exhibit to Paris where it opened in the Galeries Lafayette department store on March 15, 1966. The collectors were contacted by that department store's manager and asked if they would arrive on the 11th in their cowboy outfits. Thus it appears there will be no end to the publicity Montana will get from the Montana Centennial Train, the World's Fair and the "Treasures of the West" exhibit!



Spieler sells a fair feature to the crowd.



Artist Lyman Rice stocks up on cigars from Gudrun Schmidt of Germany.



CHRISTENING OF CALF

Photo shows herdsman, Paul Peterson, holding mother, Sally; manager of exhibit, Ott Tschache; Miss Montana, Bonnie Jo Robbins, and Gen. William E. Potter, executive vice president, World's Fair. Calf is "Golden Nugget."

MONTANA CENTENNIAL TRAIN DIRECTORY

- Abbey, Gary—Ronan
 Ahlberg, Russ—Wolf Point
 Averill, Mr. and Mrs. Les—Bigfork
 Gov. and Mrs. Tim Babcock—Helena
 Barbre, Mr. and Mrs. W. B.—Lewistown
 Bedard, Jeanne D.—Missoula
 Bedson, Mrs. R. J.—Butte
 Behrens, Mr. and Mrs. M. J.—Somers
 Benepe, Lucien L.—Bozeman
 Benson, Mr. and Mrs. Lowell—Polson
 Berger, Mr. and Mrs. Carl—Whitetail
 Berkely, Mr. and Mrs. Layte—Nye
 Bolden, Mr. and Mrs. Bill—Billings
 Boyd, Mr. and Mrs. Palmer—Livingston
 Boyer, Mr. and Mrs. Noel—Deer Lodge
 Bragg, Addison—Billings
 Briggs, Mr. and Mrs. Claude L.—Great Falls
 Briscoe, Mr. and Mrs. Bill—Bozeman
 Broeder, Mr. and Mrs. Fred, Sr.—Kalispell
 Brooke, Enoch M.—Pony
 Bryan, Hayes G.—Bozeman
 Blummer, J. A.—Polson
 Bibler, Helen—Darby
 Burgan, Mr. and Mrs. Clyde—Helena
 Chauner, Mrs. Effie A.—Bozeman
 Childers, Mr. and Mrs. Glen C.—Brusett
 Christensen, Mr. and Mrs. Paul—Livingston
 Clark, Mr. and Mrs. James R.—Missoula
 Chisholm, Perry—Helena
 Clarkson, George—Havre
 Cockrell, Helen—Cut Bank
 Copenhaver, Mr. and Mrs. Howard—Ovando
 Coppedge, Mr. and Mrs. N. B.—Polson
 Calum, Tony—Helena
 Deschamps, Mr. and Mrs. Alfred E.—Missoula
 Doran, Dr. Michael P.—Great Falls
 Doughty, Mrs. Alfred—Radersburg
 Dreher, Chet—Helena
 Dunn, Bill—Miles City
 Del Rose Trio: Halmes, Beth; Madsen, Beth; Sanderson, Pauline—Great Falls
 Ellsworth, Howard—Helena
 Enebo, Mrs. Paul—Bozeman
 Engle, Max—Twin Bridegs
 Engle, Ron—Billings
 Foote, Mr. and Mrs. Don—Billings
 Fly, Howard—Ovando
 Fall, Mrs. Harriet—Helena
 Flynn, William—Forsyth
 Gillespie, Mr. and Mrs. William E.—Richey
 Garrison, Mr. and Mrs. W. F.—Glen
 Gorman, Joseph T.—Glasgow
 Gould, Ada—Ronan
 Gilbert, Walter—Livingston
 Green, Florence—Kalispell
 Guyse, Mr. and Mrs. Ken—Billings
 Hacker, Pauline—Ennis
 Hansen, Mr. and Mrs. Robert—Ronan
 Harris, R. L.—Miles City
 Hary, John J., Billings
 Hary, John J.—Cut Bank
 Hawkins, John R.—Billings
 Haynes, Martha—Bozeman
 Hellinger, Mr. and Mrs. Donald—Shelby
 Hermann, Frank A.—Butte
 Hess, Mr. and Mrs. William J.—Polson
 Hibarger, Mildred L.—Helena
 Hibbard, Mr. and Mrs. T. C.—Great Falls
 Higgins, Mr. and Mrs. Larry—Red Lodge
 Holland, Mr. and Mrs. James G.—Havre
 Hume, Mr. and Mrs. Jack—Bozeman
 Iverson, Mr. and Mrs. Rolf and Curtis—Billings
 Jackson, Joseph C.—Harrison
 Jacquette, Josephine—Kalispell
 Jimason, Jim, Jr.—Billings
 Johnson, Mr. and Mrs. A. T.—Kalispell
 Johnson, L. T.—Missoula
 Jones, Fanny—Ronan
 Jones, O'Neil—Sidney
 Judge, Blanche—Helena
 Judge, Tom—Helena
 Keil, Mrs. Norma—Ledger
 Kelly, Miss Mary Ellen—Great Falls
 Kelsey, Howard—Gallatin Gateway
 Kelsey, Kim—Gallatin Gateway
 Kemph, William—Billings
 Kennedy, Mr. and Mrs. Solon B.—Columbus
 Kifer, Mrs. Alma—Hardin
 Kinchelow, Major Larry—Helena
 Kingsbury, Miss Bernice—Valier
 Kopac, Peggy—Billings
 Kratz, Mr. and Mrs. Buford—Absorkee
 Kennedy, Michael—Helena
 Lake, Agnes—Ronan
 Lambert, Ed—Ronan
 Lane, Miss Vinnie—Forsyth
 Langston, Earl—Nye
 Langston, Mr. and Mrs. James E. and 2 children—Nye
 Larson, Miss Caroline—Butte
 Lea, Clara Barnes—Bozeman
 Lemmon, Claude E.—Browning
 Lewis, Mrs. Minnie C.—Lavina
 Lippard, Mr. and Mrs. C. W.—Loma
 Lyman, Richard—Great Falls
 Lynde, Mr. and Mrs. Stan—Billings
 McGrath, Harold—Butte
 MacGivra, E. E. "Boo"—Butte
 Mann, Colonel and Mrs. Milton I.—Vaughn
 Martin, Mary—Dillon
 Mendenhall, Mrs. Carrie—Ronan
 Moe, Mrs. Stella—Poplar
 Monk, Art—Seeley Lake
 Montana, Mr. and Mrs. Montie, Jr., and daughter Kelly—Bozeman
 Moore, Mr. and Mrs. George—Pablo
 Morehead, E. D. "Corky"—Fishtail
 Morris, Mr. and Mrs. Turan C.—Whitelash
 Morrow, Mr. and Mrs. Earl E.—Billings
 Morstein, Miss Judy—Butte
 Mortag, Mr. and Mrs. Kenneth—Great Falls
 Morgan, Mr. and Mrs. Neil—Ennis
 Naylor, Scott—Billings
 Nash, Jerry—Helena
 Nelson, Dr. and Mrs. Van Kirke—Kalispell
 Nichols, Mr. and daughter Mary Ed—Wisdom
 Noyes, Mr. and Mrs. Duncan C.—Fairview
 Olson, Dr. and Mrs. Stuart E.—Glendive
 Opie, Mr. and Mrs. Stanley—Butte
 Ostler, Mrs. Mary L.—Helmville
 Parson, O. B.—Missoula
 Pash, Mr. and Mrs. Clifford—Bozeman
 Pasha, Mr. and Mrs. John R.—Bozeman
 Patterson, Mr. and Mrs. J. A.—Livingston
 Payne, Mr. and Mrs. Carl D.—Billings
 Phillips, Mrs. Cora—Lewistown
 Plummer, Mr. and Mrs. Fred A.—Missoula
 Phillips, George—Hamilton
 Porter, Mrs. Dorothy—Bozeman
 Price, Mrs. Jayne L.—Whitefish
 Quigley, Mr. and Mrs. John—Helena
 Quigley, Kitty Ann—Deer Lodge
 Ramsey, James S.—Missoula
 Ralston, Mr. and Mrs. J. Ken—Billings
 Raser, Howard—Missoula
 Reimers, Miss Jennie—Ronan
 Reimer, Mrs. Louise—Ronan
 Rice, Lyman A.—Billings
 Rich, C. B.—Seeley Lake
 Robbins, Miss Bonnie Jo—Great Falls
 Romers, Dr. and Mrs. W. J.—Dillon
 Roys, Mrs. Hazel H.—Bozeman
 Sassman, Otto H.—Dillon
 Saubert, Mr. and Mrs. Henry—Great Falls
 Schappacher, Mrs. Eleonore and daughter Susan—Kalispell
 Schiller, Mrs. Carl—Helena
 Schmidt, Mr. and Mrs. Grover C., Gary and Janet—Fort Benton
 Schooler, Mrs. Ida M.—Ennis
 Schroeder, Gary—Kalispell
 Scribner, Mr. and Mrs. Harold E.—Geraldine
 Sedgwick, Mrs. Mollie C.—Kalispell
 Seefield, Cleve—
 Seaman, Mrs. Cleo—Deer Lodge
 Shields, Mr. and Mrs. Gordon—Great Falls
 Shugrue, Miss Mary Ann—Butte
 Simmons, Mrs. Freida—Bozeman (Billings to New York)
 Verkuehlen, Ida—Havre (New York to Billings)
 Smalley, Mrs. Anna—Roundup
 Smith, Mr. and Mrs. Carl M.—Olive
 Smith, Mr. and Mrs. Earl W.—Helena
 Sperry, Mr. and Mrs. Guy—Bozeman
 Spicer, Mrs. Iowa B.—Billings
 Stanaway, Mrs. Lillian—Billings
 Stevenson, Mr. and Mrs. H. S.—Bozeman
 Stroup, W. A.—Helmville
 Syth, Jerry—
 Thatcher, Mrs. Irene M.—Bozeman
 Thexton, Mr. and Mrs. Albert E.—Ennis
 Tilton, George R.—Great Falls
 Toelke, Mr. and Mrs. Herb—Ronan
 Townsend, Nerbert—Seeley Lake
 Tracey, Al—Elliston
 Upshaw, Mr. and Mrs. L. W. "Uppy"—Helena
 Vermedahl, Walter J.—Ronan
 Voorhees, Mr. and Mrs. W. J.—Poplar
 Walker, Mr. and Mrs. James D.—Bozeman
 Wampler, Cloyd—Butte
 Watkins, J. Spencer—Bozeman
 Watson, Mr. and Mrs. John W.—Shonkin
 Wheeler, Mr. and Mrs. James E.—Bozeman
 Weiloff, Mrs. Bertha E.—Lewistown

(Continued on Page 42)

TRAIN & FAIR

By OTT TSCHACHE
MANAGER, MONTANA PAVILION

THOSE OF US who worked with the Montana Centennial Train through its tours of the state and the nation and were part of the Montana Pavilion at the World's Fair find it hard to express how exciting, interesting and fulfilling those experiences were.

As so often happens in retrospect, the high spots grow brighter and the low spots tend to vanish. Even the battles to defend our project and our position made it more rewarding to meet each challenge.

The misgivings I had when I first agreed to accompany Jack Hume to New York for a look at the possibilities stayed with me through my conferences with him and Howard Kelsey before I accepted the position as manager of Montana's Pavilion. Everything from financial to personal reasons seemed to be against an affirmative decision. The good that could come to Montana through this project outweighed all these reasons in my mind, and, now, I wouldn't trade a minute of the experience.

All of us feel the same way, I think; the volunteers (two of whom wouldn't even accept board and room!) and the paid employees alike feel they did a good job for Montana. But, after all, these are personal reactions. Of more importance, probably, are the results that can be measured.

For instance, our press coverage alone was worth conservatively \$140,000 with some 46,250 column inches in newspapers and magazines.

To rent a sign the size of our "Montana, the Big Sky Country" and have it in such an excellent position would cost easily some \$250,000.

In television, radio and motion picture exposure we realized in excess of \$10,000,000, being featured over CBS and NBC and being included in additional Fair coverage. Among movies which featured Montana were "Encounter," films by the Bell Telephone Company and by Billy Graham and by the World's Fair Committee. All had international outlets.

This pertains to only commercial footage; how many millions of photographs were taken by individuals of the Pavilion, its animals and its employees no one knows.

In all some three million guests visited our Pavilion. The museum alone brought in \$183,000 from paying visitors.

This type of return can be measured. One of the most important values cannot be judged

by any standard, although we know it exists. The impact on three million people and other Fair employees of the friendliness and hospitality of Montana created an image that will last forever. The display of loyalty and devotion by 164 people working for the Pavilion was the envy of all the other pavilions.

Our friendliness existed in the face of 12-hour shifts, seven-day weeks and two seasons. Not all put in the full 50 weeks but anyone there even the minimum two weeks knows what hard work is. After the regular shift there were hundreds of off-duty chores that ranged from cleaning the animal pens to keeping the linen laundered.

There was another feature of the Montana Pavilion that I think my son expressed as well as anyone could in an English paper when he compared the cost to the exposure and stressed the outward application of home products, a method not used by any of the other states.

"It is interesting to note," Gary wrote, "that the eight buildings, two corrals, 280-foot boardwalk, 400-foot jack fence and the four main entrance gates were all pre-cut and prefabricated in Montana by Montana labor. More than 80,000 board feet of lumber was donated by over 30 Montana lumber mills."

As he pointed out, our Pavilion by not being ultra-modern or futuristic achieved uniqueness; the Pavilion showed modern Montana in a setting of the old west with which Montana is best identified.

Considering all this — the contacts, the coverage and the exposure — one realizes that the Centennial Train and the Pavilion more than doubled the money invested in them. Not only that, they were worth all the blood, sweat and tears they caused us.

Train Directory (Continued from Page 41)

Wilson, Mr. and Mrs. George W.—
Shelby
Williams, Don—Helena
Woodside, Mrs. Elfreda—Dillon
Wrobel, Mrs. Jean—Hamilton
Yates, Mr. and Mrs. Ralph L.—
Haugen
Young, Mr. and Mrs. Dewey L.—
Kalispell
Knopp, Tim—Havre

Indian Dancers
Adams, Pat—Ronan
Charlo, Pascal—Arlee
Durgeloh, Bill—St. Ignatius
Durgeloh, Louie Mike—Charlo
Lefthand, Alex—Elmo
Lefthand, Pat—Polson
Lefthand, Kenny—Elmo
Parker, Larry—Ronan

National Guard Security
**Major Kinchelo
Schultz, M/Sgt. Glen
Gryanic, SFC William
Toombs, S.Sgt. Douglas
Roberts, Sgt. Perry
Dahl, SP4 John
Lanfear, SP4 Judd
McLaughlin, SP4 Robert
Jensen, PFC Lloyd
Burger, Pvt.-1 Richard
Gary Wunderwald

CENTENNIAL TRAIN REPORT

Advertising Department, Montana Highway Commission

JOSEPHINE BROOKER

The codfish lays ten thousand eggs
The homely hen lays one.
The codfish never cackles to tell
 you what she's done.
So we scorn the codfish while the
 humble hen we prize.
Which just goes to show . . . it
 pays to advertise.

YES, IT DOES PAY to *advertise* and to *publicize* Montana. Witness among other things, the growing statewide and nationwide use of the slogan, THE BIG SKY COUNTRY. Note, please, the fact that the State Advertising Department received and answered 10,000 more inquiries during the year 1965 than during the previous year . . . and for 1966, inquiries are well ahead of last year's increase. Note the world-wide interest generated by Montana's phenomenal fete in winning the sweepstakes award in the 1966 Tournament of Roses Parade in Pasadena. And reflect upon the here-to-fore unheard of undertaking and accomplishment of a group of dedicated Montanans die-hards in assembling, promoting and financing the Montana Centennial Train.

In the opinion of the State Advertising Department . . . the Centennial Train was one of Montana's most effective promotional efforts and represents not an expenditure, but a wise investment of travel promotion funds. Advertising has been defined as bringing the customer to the product . . . sales promotion as taking the product to the customer . . . which is in effect what the Centennial Train did. It literally picked up parts and parcels of Montana and took it to not only thousands, but millions of people who otherwise may have NEVER had an opportunity to know Montana for anything other than a spot on the map, 'way out west' somewhere.

We can measure the thousands of inches of newspaper space devoted to the Centennial Train . . . both on its cross country excursion and during its stay at the Fair. We can measure the extensive coverage of the project in HOLIDAY MAGAZINE, the NEW YORKER, TIME MAGAZINE and GUNS MAGAZINE. We can measure the extensive radio and TV coverage of the undertaking and the impact of the double-faced sign . . . 2,400 square feet of it . . . which said, "Montana, the Big Sky Country" to hundreds of thousands of commuters, travelers, vacationers from atop the train for two full years as it stood on the New York World's Fair grounds.

I would like to quote a news release from then acting director Dorris Salker, when she returned from viewing the train exhibit in

New York. She stated, "Montana has an excellent display and the results of the promotion will be valuable to the state for many years to come." TIME magazine termed Montana's Pavilion "one of the best at the Fair."

One final quote . . . from a couple who spent not one summer period, but two, working on the train . . . just for the love of Montana . . . Mr. and Mrs. Tom Lease of Great Falls. They have made the remark . . . "The Centennial Train is one of the greatest possible means of promoting the state . . . both from a travel and an industrial viewpoint . . . primarily because of the personal contact Montanans were able to make, with people not only from the nation, but around the world."

Mr. and Mrs. Lease further noted that of the 500,000 highway maps distributed as promotional literature on the train . . . they observed not a single piece maliciously destroyed or thoughtlessly tossed away.

In the over-all view . . . the Centennial Train exhibits serve not as an end in itself . . . but as a beginning for even bigger promotions: The Don Foote exhibit from the train, now on its way to Paris, will further tell the world about Montana. The publicity and photos of the train will remain in scrapbooks and memories for many years . . . and who can tell what may develop from the thousands of people who inquired directly on the train for more information about Montana.

What is the main purpose of the State Advertising Department? TO SELL MONTANA. What was the main purpose of the Centennial Train? TO SELL MONTANA. The beginning has been made . . . let's continue to invest our advertising and promotion funds wisely for maximum return . . . let's continue to SELL MONTANA as one of the greatest of the 50.



Governor Babcock greets Dave McNally on mound at Yankee-Orioles game.

Centennial Train — Washington Dinner

Resume of Report by THOMAS L. JUDGE
SPECIAL EVENTS DIRECTOR

MONTANA'S GREATEST PROMOTION

THE CENTENNIAL TRAIN'S greatest value was the publicity it generated across the United States and in foreign countries for the Big Sky Country.

It was definitely a once-in-a-lifetime experience.

In September of 1963 we began planning an advance trip to each of the 16 cities the train would visit.

We left Billings early in October, driving a station wagon donated to the Centennial Commission by the Ford Motor Company.

Our first stop was in Omaha, Nebraska. Jack Hume called on the hotel to arrange for rooms and meals, the Chamber of Commerce, the railroads, etc. He was responsible for the logistical end of moving and feeding an army of 325 passengers and 72 horses, and arranging for a parade down the main street of most major cities in the United States.

I called on the newspapers, radio and T.V. stations and 12 radio stations in each city.

After the first day in Omaha, we realized the Train would be a fabulous success. As we drove to Kansas City, Jack and I commented that K. C. couldn't possibly be as good as Omaha. Well it was, and we made the same comment every time we left a city.

1. We had a promotion the envy of every state we visited.

Most of our T.V. shows were a half hour or an hour in length. The rates for these shows are \$450.00 per minute.

As an advertising promotion for Montana, the Centennial Train will go down in history as the greatest. 8,000 newspaper clippings, 65 T.V. shows, several hundred radio interviews, 7 network T.V. shows, 4 network radio shows, several magazine articles, gave us exposure to over a hundred million people in this country and abroad.

It is estimated that to have purchased the time and space we received would have cost the state over 5 million dollars.

The greatest salesmen we had were the 325 people who rode the Train. At every stop they poured out of the cars pitching the Big Sky Country to anyone who would listen.

Ernie Neath, of the State Highway Department, was named as the advance man, who traveled about one week ahead of the Train.

APRIL 17, 1964

ONE DAY Howard Kelsey told me that he wanted two spectacular dinners on the tour—one in Washington, D.C., and one in New York City.

He asked me to be in charge of the Washington, D. C., dinner in October.

When we got to Washington, D. C., we met with Agostinelli and he agreed to be general chairman of the dinner. He did a tremendous job.

We named Sue Lintz, who had graduated the year before from the University of Montana Journalism School, as publicity chairman and Gerald Gereau handled the program; Charles Horsky handled government agencies and Colonel Dick Kerr handled the military.

The Montana State Society did an excellent job of promoting the dinner. Those who put forth a lot of effort were: Teddy Roe, president; Dick Warden, vice-president; Milan Boryan, Larry Eichorn, Ray Dockstader, James McKean and Vic Reinemer.

Former Senator Burton K. Wheeler was named Honorary Chairman.

The dinner was an unbelievable success. Two thousand people jammed into the Sheraton Park Hotel dining room in formal attire. Chet Huntley began the dinner by introducing Bonnie Jo Robbins, who sang the National Anthem. The Most Reverend William J. McDonald gave the Invocation. Senator Wheeler gave the Appreciation. Huntley interrupted, saying, "Excuse me but Senator Mansfield has a special guest. Ladies and gentlemen, the President of the United States."

President Johnson approached the speaker's rostrum.

The President paid a wonderful tribute to Senator Mansfield and the State of Montana.

After the President's remarks, Senator Mansfield was introduced. His excellent speech was later printed in the Congressional Record, which is attached.

Responses were given by Governor Babcock, L. W. Upshaw and others.

The rifles were then presented and Kitty Quigley sang "Montana." Chet Huntley gave the closing remarks.

Following the dinner the committee hosted a party for distinguished guests.

MONTANA CENTENNIAL PARTY

New York City, April 23, 1964

NEARLY 1,000 Montana boosters checked their six-shooters Thursday night, April 23, 1964, to attend the Montana Centennial party in New York City celebrating Montana's 100th year as a territory.



NORMA BEATTY ASHBY

The party took place in the Commodore Hotel ballroom on the eve of Montana Day at the New York World's Fair.

Party-goers enjoyed a cocktail hour courtesy of the Anaconda Company and then downed 2,000 pounds of Montana prime ribs of Blue Ribbon beef especially flown to New York for the event. They digested it as a horse paraded into the ballroom as a mount for Monty Montana, Jr., expert rider and fancy roping artist.

NBC news commentator Chet Huntley, a native of Cardwell, Mont., and his wife, Tippy, served as master and mistress of ceremonies.

Distinguished guests included Congressman James Battin, movie actress Myrna Loy, native of Helena; Michael Pender, director of New York World's Fair state exhibits; Clyde Weed, chairman of the board of the Anaconda Company.

Speakers were Governor Tim Babcock, Maj. Gen. William E. Potter, executive vice president of the New York World's Fair; Howard Kelsey, Montana Centennial Train director; and Ott Tschache, director of Montana's exhibit at the New York World's Fair.

The Rev. Philip Rodgers Magee, a native of Butte, minister of the First Presbyterian Church of Baltimore, gave the invocation and benediction.

"The Montana Men," popular national recording trio, headlined the entertainment. Flathead Indians stomped on the ballroom floor. Musical selections were provided by Bonnie Jo Robbins, Centennial Queen; Kitty Ann Quigley, Miss Big Sky Country, and the Del Rose trio.

Louis Garcia, a graduate of the University of Montana, did a special Montana song and dance number.

Among the numerous letters and telegrams read at the party, were those from New York Governor Nelson Rockefeller, World's Fair President Robert Moses, Sen. Mike Mansfield and famed author John Steinbeck.

The party list included the 300 passengers from the Montana Centennial Train and the 106 Montanans who arrived on the first direct jet flight out of Montana.

Norma Beatty Ashby of Great Falls, was party chairman. Julian Hayes, public relations director of the Anaconda Company in New York coordinated party details. They were assisted by a host of committee workers in Montana and New York.

Months of planning and the cooperation of numerous Montanans and New York firms and individuals contributed to the success of the New York party.

Programs were provided by the Bancorporation of Montana; name tags by the Electric City Printing Company in Great Falls; place-mats by the Cowboy Bar and Museum, Great Falls; Centennial medallions, historical maps and banner, the Montana Territorial Centennial Commission; state highway maps, the Montana State Advertising Department; state literature, Montana State Historical Society; Russell Placecards, Dick Flood, Trailside Galleries, Idaho Falls; Russell Medallions, Dr. Van Kirk Nelson, Kalispell; beef, Montana Beef Council;

Photos, Dave Proffitt, Marlin's Photo Center, Great Falls; invitation lists, Greater University of Montana Alumni Offices; invitation mailing, Sam Chapman and State Planning staff; and cocktails, the Anaconda Company. All of these things were given without expense to the State of Montana.

Speaking for all of us who worked on the Montana Centennial Party in New York City, it was worth every ounce of effort and was one of the great highlights of our great Centennial year.

I will always be grateful for being a part of it.

Respectfully submitted,
NORMA BEATTY ASHBY,
Chairman, New York Party

RED-CARPET RECEPTION GIVEN FOR MONTANANS ON FIRST JET FLIGHT TO NEW YORK APRIL 21, 1964

On Tuesday night, April 21, 1964, a red carpet reception was given for the 106 Montanans who arrived on the first direct jet flight out of Montana at Kennedy airport in New York City.

They were headed by Governor and Mrs. Tim Babcock and had come to New York for the Montana Centennial Party April 23 and for Montana Day at the New York World's Fair April 24.

They walked into the airport reception area on a red carpet. Photographers took their

picture as they stood in the shape of a giant "M". A huge banner saying "Welcome Montanans" was in the foreground. The picture was sent out on the wire services and was used throughout the country.

Among dignitaries on hand were Edward S. McGlone, executive vice president of the Anaconda Company and a protocol officer representing Gov. Nelson Rockefeller.

Following their arrival, the delegation was treated to champagne, courtesy of Governor Rockefeller's office and Northwest Airlines in the VIP room at Kennedy Airport.



Here they are. The 106 passengers have just arrived via Northwest Airlines. They form the big M in terminal of Kennedy Airport just prior to champagne party given by Anaconda Company. Gov. and Mrs. Tim Babcock (front and center) and Mr. and Mrs. Ed McGlone (2nd row center).



First reunion of the Montana Centennial Train Association.



Governor and Mrs. Barron of W.Va. welcome Governor and Mrs. Babcock.



A marvelous luncheon at the Governors' Mansion.



Stella and Don Foote arrive in Paris, France, to direct showing of exhibit at Galeries LaFayette.

HOSPITALITY SUPREME

Our stay in Charleston, West Virginia, had all of the glamor and color of a hero's homecoming as the folk of that great city and state turned on their wonderful hospitality to overflowing proportions. During the hours of our stay which proved to be most spectacular in every way—a banquet and parade, free taxi service and all. It was well put by someone. "We love 'em every one."



Jack Hume leads train tour for Governor and Mrs. Barron assisted by Stella and Don Foote.



Charleston train officials came out to Howard Kelsey's ranch.



MRS. TIM BABCOCK



A best seller in 1964—now a collector's item.



Matched Centennial Colts



State Auditor "Sonny" Omholt shows old state warrants to members of Senate and House.



Centennial Plates



Remington Centennial Carbine

Centennial Commission

Full listing of Commission on page 8.
Some pictures unavailable.



FINAL WORD

By the Act of Legislature the life of the Centennial Commission came to a close on June 30, 1966.

Following years of planning and months of actual celebration, records reveal that thousands upon thousands participated enthusiastically in a tremendous program that

featured activity in state, throughout the nation and beyond the borders of our country.

This report carries the resume of many months of action, more complete records of activities can be found in the Centennial-Diamond Jubilee files now housed in the Montana Historical Library in Helena, Montana.



Artist's First Conception

Sign changed to read, "Montana, The Big Sky Country"



Bonnie Jo ready for the parade.



Mule team taking five.